

# Third Annual Marketing to Latinos: Travel, Tourism & Hospitality Conference and Networking Event



February 28, 2013 | New York City

## Speakers / Moderators Biographies

See full list of biographies below this summary

Name	Last Name	Title	Company
Stephanie	Abrams	CEO	Sabrams.com
Linda	Ayares	SVP	M. Silver Associates
Jose	Barreiro	Director of Digital Sales	Travel Channel
Arthur	Berman	VP	LATOOUR Tour Operator part of Isram Group
Joseph	Buhler	Principal	BuhlerWorks
George	Carrancho	Manager, Diversity Markets	American Airlines
Carolyn	Cauceglia	VP Strategic Sales & Account Management	Amadeus North America
Erik	Cima	VP of Hispanic Markets	Outbrain
Marilyn	Dominguez	Social Media GM	Terra Networks
Nicolas	Ferri	VP Latin America & Caribbean	Delta Air Lines
Hilda	Garcia	VP Multiplatform for News and Information	Impremedia
Jose	Gherardi	President	Brazil Tour Operators Association
Michaela S	Guzy	Former VP/Global Travel & Strategic Dev and...	American Express Publishing
Mauricio	Leyton	Director of Alliances	Virtuoso
Michael	Luongo	Freelance Writer, Editor & Photographer	Michael Luongo
Carlos	Manzano	Managing Director	NYC Latin Media & Entert Commission
Betti	Ortega	SVP	Taylor Primero
Joaquin	Pradas	Director Business Development	Grupo Parada
Ana	Roca Castro	CEO	Premier Social Media
Marcelo	Rodriguez	CEO	Inlanet
Diego	Saez-Gil	Co-founder & CEO	Inbed.me
Alfonso	Sumano	Regional Director for North America	Mexico Tourism Board
Lisa	Theodore	Former VP Travel & International	Tribune
Alex	Torrenegra	Co-Founder and Chairman	BookingMarkets
Mike	Valdés-Fauli	President	Jeffrey Group
Carlos	Vassallo	CEO	LatinVision Media

### Conference Sites:

English: [www.latinvision.com/conference/travel](http://www.latinvision.com/conference/travel) & Spanish: [www.latinvision.com/conferencia/viajes](http://www.latinvision.com/conferencia/viajes)

**Biographies:** [www.latinvision.com/conference/travel/bios.pdf](http://www.latinvision.com/conference/travel/bios.pdf)

**Become a Sponsor:** [www.latinvision.com/conference/travel/sponsors.pdf](http://www.latinvision.com/conference/travel/sponsors.pdf)

**Marketing to Latinos: Conference Series**

**Venue:** The Harvard Club



This is an official event of the New York City Latin Media and Entertainment Commission



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## Biographies



**Stephanie Abrams**

CEO

[Sabrams.com](http://Sabrams.com)

Stephanie Abrams, nationally syndicated radio travel talk show host and media resource for travel-related issues, is recognized as an expert in the travel industry and has been named to "Travel Agent Magazine's" list of the "100 Most Powerful Women in Travel." Abrams has been honored for her work in the travel industry having been the recipient of the prestigious Travel Weekly Magazine Achievement Awards for Best Public Relations Campaign, Best Marketing Promotion and Best Radio Advertising.

Her website, [www.sabrams.com](http://www.sabrams.com), has won the Best Website Award from the League of American Communications Professional for five consecutive years, most recently taking the Bronze Spotlight Achievement Award for 2009. Abrams came to broadcasting after more than 20 years as a leader in the travel industry and as the Executive Vice President of a global travel company.

The "Travel with Stephanie Abrams!" radio show airs weekly to 6 million radio listeners coast-to-coast on the Business TalkRadio Network. Abrams also appears weekly as the guest travel expert on the "Travelers411®" radio show reaching a national audience of 3 million. The programs reach a global audience through live-streaming on the internet, archived shows at her website, and iPod-casting. Both programs originate in the Berkshire Mountains of Western Massachusetts where Abrams' resides. Abrams' takes the shows on the road globally for about 20 weeks each year for remote broadcasts.

In April, 2006, she was appointed *Ambassador for Saxony Tourism for North America* and, in February, 2007, Abrams was bestowed the title of *Honorary Friend of the Saint Patrick Centre in Downpatrick*, as recognitions for the quality of her contribution and her role in their tourism development.

She has served on the Advisory Boards of [Dollar Rent a Car](#), [Amadeus Global Distribution System](#), [Hong Kong Tourism Board](#), and The American Society of Travel Agents Council of Travel Marketing Organizations.

Abrams has also been a featured journalist for 'travelgirl,' 'Fido Friendly,' and 'TRAVELHOST' magazines. She is a motivational speaker focused on tourism destinations and tourism issues, acts as a consultant for destinations and companies in the travel industry and has taught courses in tourism development at the college level. She has a Master of Science Degree from Queens College of the City University of New York where she also earned her BA. She is married, has two well-traveled children and two English Springer Spaniels. Her passions include increasing her French vocabulary, discovering inspiring destinations, and incorporating travel experiences into daily living.



**Linda Ayares**

SVP

[M. Silver Associates](#)

Linda Ayares is Senior Vice President at M. Silver Associates. Linda brings more than 25 years experience with international public relations and marketing to the agency. During her career she has executed global and multi-country public relations programs for a wide variety of destinations, airlines, cruise lines and hotel chains, as well as luxury, gastronomy and sports clients. Linda's past clients have included: Spain, Mexico, Costa Rica, Puerto Rico, Australia, America's Cup, Ciga Hotels, Orient Express Hotels, Millennium Hotels & Resorts, Sun Line Cruises, Bulgari Jewels and the Kentucky Distillers Association, among others. Having handled PR from Europe for a decade she understands European tourism.

She also provides insights into the travel industry since she formerly owned a luxury tour operation. At M. Silver Associates, she manages domestic and international destination and hospitality clients. She is bilingual in English and Spanish. Her Chinatown NYC team recently won the highest award in the industry, PRSA Silver Anvil, as well as many other prestigious marketing awards. Current clients include: Turkish Ministry of Tourism and Culture, Rivera Nayarit in Mexico, Mayor's Alliance for NYC's Animals, VIA Rail Canada, Sutton Court Residence Hotels.



**Jose Barreiro**

Director of Digital Sales

[Travel Channel](#)

José Barreiro is Director of Digital Sales for Travel Channel, the world's leading travel lifestyle media brand. The television network is available in nearly 96 million US cable homes and TravelChannel.com receives over 1.5MM unique visitors and 14MM page views monthly. Barreiro has been involved in travel media sales and the tourism industry for over 20 years. Most recently he has managed ad sales organizations for B2B media companies focused on the travel industry including Questex Media Group and Northstar Travel Media. Prior to his involvement in media sales, he held senior product development roles with various tour operators including Spanish Heritage Tours and American Express Vacations.

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An avid traveler and tourism industry advocate, Barreiro sits on several tourism and travel industry association advisory boards. A native of Spain, José speaks Spanish, Portuguese and French. You can follow him on Twitter @josembarreiro.



**Arthur Berman**

VP

[LATOUR Tour Operator part of Isram Group](#)

Coming Up!



**Joseph Buhler**

Principal

[BuhlerWorks](#)

My involvement in the largest e-commerce vertical - online travel - started back in the mid '90s. Ever since, I've tried to stay on the leading edge of what is happening on the web.

[On my blog](#) you can read more about my thoughts on the social web and how it will continue to affect travel & tourism. You can also follow me on Twitter [@JEBworks](#).

In addition to buhlerworks, I free-lance as Senior Social Web and Destination Marketing Analyst [for PhoCusWright](#), the travel industry research authority on how travelers, suppliers and intermediaries connect, delivering high quality research on the evolving dynamics that influence travel, tourism and hospitality distribution and producer of high-profile executive conferences.

I am also a partner in [Level 9](#), a web development and design company providing content management solutions mainly for the financial services industry.

My previous experience, going back three decades, has been mainly in destination marketing. I have also worked in tour operations, retail travel and the airline industry.

I have been project team leader responsible for building MySwitzerland a major tourism destination portal. I was a member of the senior management team of the first web based tour operator to offer customer designed dynamic packages.

During my global business career, I have held senior executive positions in the travel industry in Japan, Canada, the United Kingdom and the United States.

Contact me to find out how I can assist you in developing and executing a smart, effective social web marketing strategy based on sound business objectives rather than hope and hype.



**George Carrancho**

Manager Diversity Markets

[American Airlines](#)

As Manager of Diversity Markets, George Carrancho is a member of American Airlines unique team which specializes in marketing and outreach for leading consumer markets including Hispanic, LGBT, African-American, Asian-American and People with Disabilities. On a global level, he is proud to serve as the Hispanic champion for American Airlines.

Carrancho works closely with national and local Hispanic organizations and businesses, ensuring that American Airlines remains the premier airline of choice for the Hispanic travelers worldwide. Through this role, Carrancho also provides direction on American's Hispanic advertising strategy and dedicated microsite, [www.aprendi.com](#) -- the first user-content driven social travel resource in Spanish for the U.S. Hispanic traveler.

Through his volunteer roles, he has served as Co-Chair for the Greater Dallas Hispanic Chamber of Commerce Stars on the Rise Banquet; member of the Advisory Council for St. Jude's *Noche de Esperanza* (Night of Hope), Co-Chair of the NGLCC Corporate Advisory Council, member of the Dallas Convention and Visitors Bureau's Diversity Sub-committee, member of the Board of Directors for the International Gay and Lesbian Travel Association and Dallas Black Tie Dinner. In addition, Carrancho represented American's LGBT Employee Resource Group on the Diversity Advisory Council with American's 16 other groups.

The 18 year veteran of American has held a variety of marketing positions, interacting with many of the company's top travel clients while in New York City and in Dallas. The South Texas native is a 1993 graduate of the University of Texas at Austin and holds a Bachelor of Arts

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degree in Latin American Studies. He is fluent in both Spanish and Portuguese, and is based at American's **oneworld** headquarters in New York City.



**Carolyn Cauceglia**

VP Strategic Sales & Account Management

[Amadeus North America](#)

Carolyn A. Cauceglia is the Vice President of Strategic Sales & Account Management for Amadeus North America.

With over 25 years of experience in the travel and technology industries, she has been with Amadeus since 1987. Her leadership responsibilities include spearheading and executing strategy for commercial agreements, customer relationship management, customer support and business analysis, custom solution portfolios, marketing and key account management for the large global niche players such as the cruise, tour, consolidator, ethnic, specialty and leisure travel market segments of the travel industry.

Ms. Cauceglia began her career with Eastern Airlines and System One Corporation, where she held numerous positions in the field of sales and key customer management.

Ms. Cauceglia represents Amadeus in the following travel industry organizations: as Executive Chair of the CLIA (Cruise Lines International Association) Executive Leadership Council, on the USTOA (United States Tour Operator Association) Supplier Council, and on the ASTA (American Society of Travel Agents) Allied Council. She is active in many charitable organizations, and is a member of the Executive Committee of the Board of Trustees of the Leukemia & Lymphoma of Southern Florida, and is a member of the Board of Directors of Tourism Cares, a non-profit organization supported by the travel industry.

Ms. Cauceglia holds a Bachelor's degree in advertising from the University of South Florida in Tampa, an MBA from the University of Miami and has completed a Senior Executive Leadership program at Harvard University's John F. Kennedy School of Government.



**Erik Cima**

VP of Hispanic Markets

[Outbrain](#)

Erik Cima is the VP of Hispanic markets for Outbrain, the leading content discovery platform. With more than seven years of experience in Hispanic digital sales, Erik is primarily responsible for creating new relationships with publishers and brands across U.S. Hispanic and Latin America markets for Outbrain.

Prior to joining Outbrain, Erik directed and managed sales operations for Univision Interactive Media and Televisa Digital, where he launched Televisa Digital's commercial operations in the U.S. Erik also launched the U.S. operations for the Spanish language ad network, Click Diario, as their U.S. Business Development Manager. Erik earned his Masters in International Management from University of California, San Diego and his Bachelors from Brown University. Erik lives in New York.



**Marilyn Dominguez**

Social Media GM

[Terra Networks](#)

Born and raised in Miami, FL, Marilyn Dominguez grew up in the heart of a thriving Latin community. Graduating from Florida International University (FIU) with a Bachelors Degree in Public Relations and a minor in Hospitality Studies, Dominguez garnered attention for her sharp personality, innovative thinking, and witty demeanor.

Terra USA handpicked Dominguez from a Hispanic marketing course at FIU to join their team as a content editor. Since 2009, she has open new opportunities for Terra Networks through emerging social media platforms. Today, Dominguez works as Terra's social media expert, focusing on strategy, implementation, and execution. Bringing the latest content from sports, entertainment, lifestyle, and news including 13 live stream HD channels of the 2011 Pan American Games on Facebook to the Oscars red carpet exclusives via Twitter, Dominguez leverages the best of social media to enhance and further Terra USA's reach within the Hispanic community.

Social Media Accounts: [www.facebook.com/en.terra](http://www.facebook.com/en.terra) and [twitter.com/Terracom](http://twitter.com/Terracom)



**Nicolas Ferri**

VP Latin America & Caribbean

[Delta Air Lines](#)

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Mr. Ferri is the Vice President for Delta Air Lines – Latin America and Caribbean. His role encompasses the direction and supervision of all Delta's commercial activities in the region, including the airline's alliances with SkyTeam partner Aeromexico, GOL from Brazil and the joint venture agreement with Air France KLM in Mexico.

Prior to joining Delta, Mr. Ferri was Vice President-Commercial for the oneworld alliance, where he was responsible for all sales and marketing activities with worldwide application.

Over a 10-year span, Mr. Ferri also served in a variety of management positions of increasing responsibilities at United Airlines and worked in Uruguay, Costa Rica, the U.S., Italy, Taiwan and Hong Kong.

Born and raised in Montevideo, Uruguay, Mr. Ferri is fluent in English, Spanish, German and Italian. He is based in Atlanta, Georgia and is a Board Member at the Latin American Association.



**Hilda Garcia**

VP Multiplatform for News and Information

[Impremedia](#)

Hilda Garcia is the VP of Multiplatform Content and Information for ImpreMedia, the leading Hispanic news and information company in the US. Previously, Garcia was the Deputy General of El Universal, the top news site in Mexico. She also worked as the Managing Editor of the digital division for Grupo Editorial Expansión, a Time Warner company where she launched [www.cnnexpansion.com](#), [www.quien.com](#) and [www.chilango.com](#) by leading a collaborative effort between print and digital platforms.

Prior to joining Time Warner in Mexico, Garcia spent eight years working outside of Mexico. She was the Deputy Director of Multimedia at the Puerto Rican newspaper El Nuevo Dia. There she coordinated the multimedia integration of several products to form [www.endi.com](#). Garcia also worked for America Online (AOL) as the Regional Content Director for Latin America based in Miami, Florida. Later she led AOL's efforts in Puerto Rico, which was an international joint venture to breakeven.

Garcia is a pioneer in online journalism. In 1998 she founded what is recognized to be the first online newspaper in Latin America [www.mexis.com](#), with the support of Compuserve. The portal later evolved into Todos.com (To2.com) and was the benchmark for print media companies in Mexico and the United States.

Before working in the digital world, she worked in different media. She was Foreign Affairs Editor in Reforma newspaper in Mexico City, was the anchor for TVC news (cable television station in Mexico) and the Editor in Chief for Observador Internacional Magazine. Hilda Garcia studied journalism at the Universidad Nacional Autonoma de Mexico (UNAM) and obtained a Masters degree at the University of Miami with an emphasis on "Mediamorphosis Weblogs and Journalism." She also has a BA in History with an emphasis on Contemporary World History by the Universidad Iberoamericana.

Garcia has taught several courses in online journalism Latin American Journalism Center (CELAP), Reuters Foundation and Investigative Reporters and Editors (IRE), the Institute of Digital Journalism based in Guadalajara, Mexico. She was professor at the Universidad Iberoamericana and is regularly invited to teach graduate level classes in various Mexican institutions and to participate in international panels about Social Media and Digital Journalism

She writes a political weekly column in the Mexican digital newspaper [www.sinembargo.mx](#) and she was Esperanza as a blogger in [www.eluniversal.com.mx](#) and in [www.quien.com.mx](#) named El Cortejo del Homo Sapiens.

Garcia belongs to the National Association of Hispanic Journalists (NAHJ) and was a member of the Board of the International Women's Media Foundation (IWMF). She has two awards from the Society for News Design (SND). She lives has lived in Brooklyn, New York since February 2010.



**Jose Gherardi**

President

[Brazil Tour Operators Association](#)

Jose Gherardi - Italian origin, born in Brazil - Rio de Janeiro. Brazilian Lawyer by training. American Citizen. Married with 3 sons. In New York as Hotur since 1979. President of Hotur travel Group. Vice President of BTOA from 2007 to 2011. Newly elected in Dec 2011 - President of BTOA Brazil tour Operators Association for the next term.

Tour Operator to Brazil since 1983. Fluent in the following languages, Portuguese Italian, Spanish, English and French

Hobbies and activities: Tennis Player. Brazilian Jazz Musician. Very knowledgeable of Brazil History and Geography. Hotur is very traditional company in the Travel Industry for being around since 1954 in Brazil, 1962 in Italy and 1972 in the US Miami and 1978 New York ...



**Michaela S Guzy**

Former VP/Global Travel & Strategic Development

[American Express Publishing](#)

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Michaela S. Guzy is the former Vice President responsible for overseeing the travel category and development of new initiatives for all American Express Publishing brands, Travel+Leisure, Food&Wine, Executive Travel, Departures and Black Ink. With 21 global editions in 50 countries and 9 languages, the fastest growing travel and epicurean websites, four Travel+Leisure branded retail outlets, 2 of the most successful iPad launches to date and over 370,000+ Facebook fans and Twitter followers, the American Express Publishing brands are some of the most recognized in the world. In her role, Guzy is tasked with enhancing Amex Publishing's travel authority and positioning globally and domestically.

Guzy spent the past 3 years serving in various travel advertising, sales management and development roles in support of Travel+Leisure's magazine and digital advertising businesses. Guzy oversaw the brand's business operations, including sales, new program development, and industry relations and visited over 35 countries in the past 3 years promoting and growing the Travel+Leisure brand. In December 2010, Guzy was awarded the "2010 American Express Pubby Award for Business Innovation" for the successful launch of Vacationist, a members only flash sales site jointly created by Travel+Leisure and Luxury Link.

Before joining American Express Publishing, she served as the Travel & Consumer Electronics Director for Town & Country, Town & Country Travel and Town & Country Weddings, and in Condé Nast Corporate Sales. Guzy began her career in media planning at Deutsch Inc.

Guzy is recognized as a leader in the travel field. She has been invited to speak as a trusted travel authority at the VisitBritain International Business Exchange; TravelWeek Sao Paulo, Brazil; ABETA Summit in Sao Paulo, Brazil, at the Adventure Travel Trade Association's Summits in Scotland and again in Chiapas, Mexico (4Q11) as well as LatinVisions' Marketing to Latinos Travel, Tourism & Hospitality Conference on March 1, 2012. Guzy serves on the Advisory Board of the ATTA and recently asked to advise and moderate International Luxury Travel Market's (ILTM) launch of "Bright Young Things" panel series this December in Cannes, France—discovering who the new generation of travelers are, where to find them and how they will travel. She also has guest segments as the "Female Road Warrior" on Peter Greenberg's radio show. Peter Greenberg is the Travel Editor of CBS and copies of the show can be found on: [petergreenberg.com](http://petergreenberg.com). Recently, Guzy was interviewed by GreenTeam for their video: "Meet the Awakening Consumer" (<http://vimeo.com/25143117>).

In her free time, Guzy volunteers and helps to raise funds for the New York Center for Children. She graduated from Spring Hill College with a degree in Communication Arts/Advertising and a minor in Studio Art/Graphic Design, and resides in New York City.

Follow Michaela Guzy on Twitter: @Michaelaguzy



**Mauricio Leyton**

Director of Alliances

[Virtuoso](#)

Mauricio Leyton has been with Virtuoso for almost 14 years, and in the travel Industry for more than 25. He was brought into Virtuoso in March of 1998 (After serving as the Director of Sales and Marketing for GIANTS, currently ENSEMBLE for three years) to create, implement and develop Virtuoso's first International division (Latin America, Caribbean and Bermuda). In addition to leading the Latin America Division, in 2004 he was assigned to work with some of the Tourism Boards from Europe, Asia and Latin America to help them promote and market their destinations with Virtuoso members through training and education and via the consumer-facing Virtuoso publications available in the US market.

In 2005 he was appointed as Vice President, Global Member Sales & Service. Some of the responsibilities of this position included the deployment of Strategy for Growth, agent development, agent and agency recruitment, international growth and development, and member services.

In 2007 he became the Director of Sales & Marketing for Virtuoso Alliances. The main function of this position is to work with Tourism boards from across the globe and help them to help them develop awareness with the Virtuoso Sales force, educate affluent consumers on the various destinations and work on product development.



**Michael Luongo**

Freelance Writer, Editor & Photographer

[Michael Luongo](#)

Michael Luongo is an award winning freelance journalist and photographer based in New York and living part time in Argentina. He is one of the few travel writers frequently gossiped about in the New York Post's Page 6. His work is focused on Latin America and the Middle East, and he has been to all seven continents and over 80 countries. His specialties include luxury travel, conflict zone travel, business travel, gay travel and other travel topics. His writing and/or photography have appeared in the New York Times, Bloomberg News, Out Traveler, National Geographic Traveler, Gay City News, The Forward, Perfil, The Irish Times, the Miami Herald, The Chicago Tribune, The New York Post, Conde Nast Traveler, Town & Country Travel, and many other publications. He was the imprint editor for Haworth Press's Out in the World series on LGBT travel literature, where he published Gay Travels in the Muslim World and other books.

He is the author of the Frommers Buenos Aires guidebook, the most popular U.S. published guidebook to the Argentine capital, and a contributor to Frommers Argentina, as well as the author or editor of several other books on travel and other topics. He was the 2011 LGBT

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Journalist of the Year for the National Lesbian and Gay Journalists Association and the 2010-2011 Grand Prize in Travel Journalism Award Winner for the North American Travel Journalists Association, among other awards from various media organizations. Michael is an adjunct professor at New York University, teaching travel writing, and a frequent guest lecturer and slide show presenter. He is a Jetsetter.com travel expert, focused on South America, and he has advised NBC's Today Show and ABC's 20/20 on their Argentina coverage. Michael Luongo's websites are [www.michaelluongo.com](http://www.michaelluongo.com) and [www.misterbuenosaires.com](http://www.misterbuenosaires.com)



**Carlos Manzano**

Executive Director

[Latin Media and Entertainment Comm NYC](#)

Carlos Manzano was appointed Executive Director of the Latin Media and Entertainment Commission in May 2007. In this capacity, he has developed strategies and plans for Mayor Bloomberg's Latin Media and Entertainment based on economic development, big events, marketing, public relations, and policy to meet the mission of making New York the capital of Latin media and entertainment.

His professional experiences include working as an independent consultant and project manager in information technology and marketing projects for businesses and individuals; as an Assistant Commissioner for the Beacons program at the Department of Youth and Community Development (DYCD); as a Project Coordinator-Computer Specialist for the Department of Information Technology and Telecommunications (DoITT); as a recertifier for Section 8 Housing; as an Administrative Assistant for the Board of Elections; and as an instructor and Teacher's Assistant for the New York City Board of Education.

As a Manhattan resident for nearly 20 years, Mr. Manzano has been active in community and business affairs. He served on the boards of Community Board 4, Area Policy Board 4, the Clinton Seed Fund and the Student Outreach Program. Additionally, he is a member of the Midtown West Business Association, the Manhattan Hispanic Chamber of Commerce, the International Association of Business Communicators and Project Management Institute.

Mr. Manzano has received awards from the Equal Employment Opportunity Commission, the Ninth Avenue International Food Festival, the Puerto Rican Family Foundation, Colombia Exterior and the Metropolitan Police Officers Association from Washington, D.C.

He has been a speaker at schools and colleges: Norman Thomas High School, Martin Luther King High School, Park West High School, Newcomers High School, Queens College, Hunter College, the College of Technology and New York University. In 2002 and 2005, he served as "Principal for a Day" through the "Pencil" program.

He holds a Bachelor of Arts from Queens College and a Master in Public Administration from New York University (NYU). He also holds a Project Management certification from NYU and a Project Manager Professional (PMP) certification from the Project Management Institute. Now he is completing his second Master in Public Relations and Corporate Communications at NYU.



**Betti Ortega**

SVP

[Taylor Primero](#)

Betti Ortega is the SVP of Taylor Primero. She has extensive experience working with clients in the communication, consumer product goods and services industries, among others. In her role as senior account supervisor she provides communication program planning, management and strategic development to ensure increased business and create a positive consumer perception for our clients. She is responsible to oversee the groups planning and execution process and works directly with most of the clients including Allstate, MasterCard, MARS, Diageo and Microsoft.

Her past experience includes internal corporate communication and consumer campaigns – including the launch of new products and business initiatives - for Parmalat, Nestle & Danone, and she has also worked with different board associations like the Milk Processor and Dairy Farmers. She also oversaw corporate and consumer communications for Unilever – including many business divisions and brands such as Anderson Clayton, Pond's and Axel.

In addition, she has held various senior marketing and corporate communications positions with companies including Parmalat, Ketchum, Hill and Knowlton & Edelman, where her efforts contributed to developing their Crisis Management and Media training services.

Other related professional experience includes cause-related marketing and non-profit consulting for the US Mexican Chamber of Commerce; Hereditary Neuropathology Foundation & People Helping People Foundation. She remains actively involved in these activities and efforts.

Betti grew up in Mexico City. She has a Bachelors Degree in Education from the Universidad Pedagogica Nacional (Mexico) and a Masters Degree in Marketing from Madison University (US).

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**Joaquin Pradas**

Director Business Development

[Grupo Parada](#)

Joaquin has an extensive and broad experience in the travel industry with over 30 years of service in management and senior executive positions in the airline, tourist board, tour operator, and retail travel businesses. Companies and organizations include American Airlines, Iberia Airlines, Bolivia Tourist Office, Petrabax Tours, and American Latin Travel Agents.

Early in his career Joaquin identified the great potential of the Latino travel market, developing extensive marketing and sales programs which positioned the companies to capitalize on the explosive demographic and economic growth of the Latino Community. In his present capacity as Managing Director of Link Services Joaquin has joined the new Grupo Parada, a consulting company specialized in digital strategic planning, content marketing, and site audits.

He is likewise collaborating on several projects focusing on web and internet services and optimization processes that provide clients with broad reach and efficiencies of their marketing resources allocated to the Latino market. Joaquin holds a Bachelors Degree in Engineering from Manhattan College in Riverdale, NY and a Masters Degree of Business Management from Columbia University, NY. As an Adjunct Professor at LaGuardia Community College, CUNY has taught travel, tourism, and hospitality courses, and is active in his College Alumni Society developing networking opportunities and activities for the Latino alumni.



**Ana Roca Castro**

CEO

[Premier Social Media](#)

Ana Roca Castro started her career at Columbia University where she managed technical projects for the School of Public Health. She then led the implementation of several Oracle systems for the United Nations. In 2007, Ana started [Premier Transmedia](#) to help businesses and organizations achieve their objectives via state-of-the-art application development. Ana and her team have developed a series of internal Social Networks, web and mobile apps, social games, and educational platforms. Her clients include Nickelodeon, Kaplan, the World Bank and the Department of Education among others.

Ana is a social entrepreneur and the founder of Latinos in Social Media #Latism, the largest organization of Latino professionals engaged in social media. She is also the publisher of Plaza Familia. A national multiplatform/bilingual magazine for Latino parents. The Plaza is also the home of KidsFunPlaza. A platform that offers fun, educational games and teaching tools for parents and teachers who seek culturally relevant content.

Ana's most important role is to be a mom to three energetic and creative boys and a 2-year-old geek princess. Ana's priority will always be to raise happy kids who see the beauty in diversity and understand the need to change the world – one cause per time.



**Marcelo Rodriguez**

CEO

[Inlanet](#)

**Marcelo R. Rodriguez** is an entrepreneur, Hispanic marketing consultant, and in demand public speaker. He has founded and co-founded several online businesses, and been instrumental in helping companies and cultural organizations in various industries develop progressive Internet strategies.

Marcelo's experience with the Internet dates back to 1995. Some of his first projects were with Coca Cola, Lloyds Bank of London in Ecuador, and the Ecuadorian Tourism Ministry. Marcelo relocated to the US to expand his knowledge based and establish business connections. His first U.S. venture was the formation of [Inlanet.net](#), which provides Digital Marketing Services for companies targeting the Latin American and U.S. Hispanic markets. Inlanet.net has been instrumental in helping companies across various industries maximize their profits through strategically marketing their websites to the Hispanic market using the internet.

Joining forces with another Technology Professional and entrepreneur, he co-founded Business Technology Consulting Group ([businesstc.com](#)) which specializes in helping Hispanic companies to increase their revenues and decrease costs through the use of technology and education. His other online ventures include Spain Medieval Tourism, ([www.medievaltourism.com](#)), AdventureTravelinEcuador.com, MigranteEcuatoriano.com, and EcuadorianProducts.com.

He is a regular speaker for the New York University (NYU): Digital Strategy Class and for the Small Business Administration (SBA) Spanish Initiative Business Seminars. He is active in the New York Hispanic community through his involvement with professional associations and organizations. Marcelo Rodriguez is the current Chairman of Technology Committee for Association of Hispanic Healthcare Executives, and has served as Director of Marketing and Technology for Organizacion Juventud Ecuatoriana, an Ecuadorian non-profit.

Marcelo received his degree in Computer Systems Engineering and an E-commerce Certification from the Polytechnic University of Ecuador. He holds industry recognized certifications from Google and Yahoo. He is currently writing a book on Hispanic digital marketing and best practices.

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**Diego Saez-Gil**

Co-founder & CEO

[Inbed.me](#)

Diego Saez-Gil is an entrepreneur and the co-founder and CEO of [inBedme](#), a social booking site for hostels and B&B's. Previously, he co-founded [Off Track Planet](#), a company also in the online travel space. Through these projects, he has participated in several entrepreneurial mentoring opportunities such as [Startup Weekend New York](#), [RedInnova Open Talent](#), [Startup Chile](#), and [NXTP Labs](#).

Diego is also a co-organizer of [Palermo Valley New York](#) and enjoys being active in entrepreneurial communities wherever he goes. He has been invited to speak at conferences about Startups, Travel, and Latin America, including [Endeavor Talks](#), [Travel 2.0 New York](#), [Forum Internacional Turismo 2.0](#), and [Young Leaders Summit PhocusWright Conference](#), among others. Diego likes to share what he has learned to help others in similar paths.

In a previous life Diego worked for [PricewaterhouseCoopers](#) and [Altran Consulting](#) in Barcelona, and for [Pluspetrol](#) in Argentina. Moreover, he was an Assistant Professor at Universidad Nacional de Tucuman.

Diego holds a Masters Degree in Management from La Salle Business School and a B.S. in Business Administration from Universidad Nacional de Tucuman.

Being born and raised in Argentina and having lived in Spain, France, the United States, and Chile, he considers himself a citizen of the world. Diego is passionate about travel, playing guitar (he use to have a rock band called "Suburbana"), art, technology, and innovation. Having a positive impact on the world is his ultimate goal.



**Alfonso Sumano**

Regional Director for North America

[Mexico Tourism Board](#)

Alfonso Sumano is the Regional Director for the Mexico Tourism Board for North America and is based in New York; he coordinates the efforts of the nine offices in USA and Canada. He is also responsible for the relationship with travel partners; tour operators, airlines, travel agencies and for the supervision of the advertising, public relations and telemarketing agencies in the region. He is the official spokes person for the Mexico Tourism Board in the area

Prior to his appointment, Sumano served for two years as the Regional Director for Canada, being the head of the three offices in the Canadian market.

Sumano has extensive experience in the North American market as he also served from 2006 to 2008 as the Director of the Mexico Tourism Board based in Houston, Texas. There he supervised Mexico's tourism marketing for Texas, Louisiana, New Mexico, Oklahoma, Arkansas and Colorado.

Sumano has more than 10 years experience within the tourism industry of Mexico. He served as Liaison Director for Internal Affairs of the Mexico Tourism Board in 2001 and was part of the creation of the entity in 2000. Prior to this, he served as personal assistant to the Mexico Federal Undersecretary of Tourism Promotion in 1997.

A native of Mexico City, Sumano graduated from Anahuac University in 1996 with a degree in Corporate Law.



**Lisa Theodore**

Former VP Travel & International

[Tribune](#)

Lisa Theodore most recently headed up Tribune Company's travel vertical and international sales and marketing team. Tribune Company provides print, online, mobile, broadcast, event, direct and data solutions to product marketers with an emphasis on hyper local coverage. Flagship properties include Los Angeles Times, Chicago Tribune, Ft. Lauderdale Sun Sentinel, twenty-four local broadcast stations and a digital platform that delivers nearly 30 million unique visitors and 600 million page views each month.

Theodore created the strategy and organized the company's sales resources to best address the changing needs of the travel and international markets.

Prior to Tribune, Theodore was publisher of Resorts & Great Hotels Magazine, has worked at the French Government Tourist Office, ACCOR International Hotels in the Caribbean and was Vice President/Sales and Marketing of Wingate Inns International (one of the Wyndham Worldwide hotel brands).

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February 28, 2013 | New York City

Her longest tenure was at Northstar Travel Media (formerly Reed Elsevier). As Vice President of Premier Accounts for the largest travel publisher in the world, she handled the company's most important accounts, and was responsible for strategic planning and sales and marketing operations across a broad portfolio of media, including Travel Weekly, Meetings & Conventions Magazine and Hotel & Travel Index.

Lisa's sales and marketing background gives her a unique perspective on communication options for today's travel marketers. She lives near Princeton, New Jersey and is a Rutgers University graduate, where she was chosen to participate in the Junior Year in France program at the University of Tours, France. In addition to her husband and two teenage sons, her passion is centered around all things equine.



**Alex Torrenegra**

Co-Founder and Chairman

[BookingMarkets](#)

Alexander Torrenegra (@torrenegra) is the technical co-founder of several online travel companies, including BookingMarkets, a SaaS cloud platform to launch OTAs, and inBedme, the first social booking site for hostels. Previously, Alexander was online marketing consultant for Terra Lycos and Yahoo! en Español.



**Mike Valdés-Fauli**

President

[Jeffrey Group](#)

An award-winning marketing professional with experience having lived in five U.S. cities, Mike Valdés-Fauli is currently President of The Jeffrey Group. Based in Miami, he runs the largest independent Hispanic marketing agency in the country, with such clients as American Airlines, Airbus, Amazon, Coca-Cola, Diageo, Fox Hispanic Media, Johnnie Walker, Jose Cuervo, Ketel One, T-Mobile, UnitedHealth Group and Volkswagen, among others.

Previously, Mike was an Account Director at Conexión PR, helping to open the boutique agency's Miami office and run the GE and Ford Motor Company accounts. Other prior work experiences include serving as a Publicist for the Latino division of Universal Pictures in Los Angeles, and working on political campaigns with Fleishman-Hillard in Washington D.C.

Mike is also an accomplished writer whose work has been featured in AdWeek, CNN, PR Week, The Miami Herald, Miami Today, Minorities in Business, Hispanic Target and the New Times. He sits on the Board of the Wolfsonian-FIU, is a member of the Greater Miami Chamber of Commerce Downtown Livability Task Force and contributes to many local philanthropies.

A graduate of Tulane University, Mike was recently named one of PR Week magazine's 40 Under 40. He lives in Miami, FL with his wife and son.



**Carlos Vassallo**

CEO

[LatinVision Media](#)

**Carlos Vassallo** is the CEO of LatinVision Media. Carlos has extensive international business experience. He has worked for various multinational corporations, and has had major responsibilities for sales and operations for Latin America. In addition, Carlos has business start-up experience and business consulting experience. He has worked for IBM, Elexco International, Proxima, and Abitibi Consolidated and has undertaken independent international assignments. He holds a B.S. from the University of Argentina and an M.B.A. from New York University. Carlos lives in New York City and has two daughters Flavia and Lorenza. Carlos is a native of Argentina and is fluent in Spanish and English.