

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



February 28, 2013 | New York City

Companies Biographies

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

Conference Sites:

English: www.latinvision.com/conference/travel & Spanish: www.latinvision.com/conferencia/viajes

Biographies: www.latinvision.com/conference/travel/bios.pdf

Become a Sponsor: 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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Company Biographies



Carolyn Cauceglia, VP Strategic Sales & Account Management, [Amadeus North America](#)

Amadeus is the leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry. We provide distribution, IT and point-of-sale solutions to help customers adapt, grow and succeed. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travelers).

We have a strong commitment to the North American market, which we support from our regional headquarters and state-of-the-art executive briefing center in Miami, Florida, and modern offices in Chicago, Illinois; Toronto, Ontario; Boston, Massachusetts; and Tucson, Arizona.

Our philosophy, approach and organization have evolved to better serve North American customers because we have a keen understanding of the unique challenges and opportunities ahead. Yet our presence in more than 195 countries gives us a global footprint and the breadth of an international perspective on this increasingly fluid and interconnected industry. For more information, visit www.amadeus.com.



George Carrancho, Manager, Diversity Markets, [American Airlines](#)

American Airlines, Inc., the principal subsidiary of AMR Corporation (AMR), was founded in 1934, but traces its roots back to the early days of aviation in the 1920s. American Airlines, American Eagle and the AmericanConnection® carrier serve 260 airports in more than 50 countries and territories with, on average, more than 3,300 daily flights. The combined network fleet numbers nearly 900 aircraft.

American's award-winning website, AA.com®, provides users with easy access to check and book fares, plus personalized news, information and travel offers. American Airlines is a founding member of the oneworld® alliance, which brings together some of the best and biggest names in the airline business, enabling them to offer their customers more services and benefits than any airline can provide on its own. Together, its members and members-elect serve more than 900 destinations with more than 10,000 daily flights to 149 countries and territories. American Airlines, Inc. and American Eagle Airlines, Inc. are subsidiaries of AMR Corporation. AmericanAirlines, American Eagle, AmericanConnection, AA.com, and AAdvantage are trademarks of American Airlines, Inc.



Michaela S Guzi, Former VP/Global Travel & Strategic Dev and... , [American Express Publishing](#)

American Express Publishing Corporation produces authoritative lifestyle content that empowers affluent, primed consumers – and the businesses that serve them – to make informed decisions. We tell customers where to fly, what to try, and what to buy next. Through the lens of four multi-media brands — Travel + Leisure, Food & Wine, Departures, and Executive Travel — content is available in magazines, digitally, on-air, on mobile devices, in branded books, through membership clubs, events, and throughout 50 countries with 25 editions in 9 languages. Our custom media division uses the resources of American Express Publishing to create multi-platform content under individual client brand names. American Express Publishing is a wholly owned subsidiary of the American Express Company.



Alex Torrenegra, Co-Founder and Chairman & CTO, [BookingMarkets](#)

BookingMarkets allows you to quickly build, launch, and monetize your customized marketplace of hotels, hostels, bed and breakfast, or vacation rentals.



Jose Gherardi, President, [Brazil Tour Operators Association](#)

Mission Statement:

- To improve public awareness of BTOA member companies as Brazil Travel specialists.
- To improve public awareness of Brazil as a tourism destination.
- To stimulate the growth of travel to Brazil.
- To promote travel industry professionalism and skills through education and training.
- To bring together representatives of BTOA at regular intervals in order to develop a closer working relationship and create a better understanding of travel matters relating to Brazil.

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- To inform and advise Brazil travel suppliers on requirements of the USA market place.
- To improve press coverage and media profile of Brazil.
- To organize promotional events on behalf of members.
- To seek to ensure the competitiveness of Brazil in all sectors of tourism.



Joseph Buhler, Principal, [BuhlerWorks](#)

Social Web Engagement - Brand Monitoring- Reputation Management



Nicolas Ferri, VP Latin America & Caribbean, [Delta Air Lines](#)

Delta Airlines offers customers service to more destinations than any other global airline with Delta, its Northwest subsidiary, and Delta Connection carriers service to 368 destinations in 66 countries. Delta is adding international flights at a faster rate than any other major U.S. airline and is a leader across the Atlantic with flights to 43 transatlantic destinations. Delta's marketing alliances also allow customers to earn either SkyMiles or WorldPerks on nearly 16,000 daily flights offered by SkyTeam and other partners. Delta is a founding member of SkyTeam, a global airline alliance that provides customers with extensive worldwide destinations, flights, and services. Including its SkyTeam and worldwide codeshare partners, Delta offers flights to 567 worldwide destinations in 112 countries. Delta is a Delaware corporation headquartered in Atlanta, Georgia.



Joaquin Pradas, Director Business Development, [Grupo Parada](#)

The Grupo Parada team has vast knowledge of the lucrative Hispanic and Latino markets, and knows how to market them online by implementing valuable research, data, and a customized approach to specific cultures with intrinsic customs, values, and concerns.

Our core creative, technical, and editorial team are natives from Latin America and Spain. It is with this personalized approach that we are able to better serve our clients. We are connected to the Hispanic pulse that would benefit any company targeting the Hispanic market.

Grupo Parada is an **Internet marketing partner**, and a member of several **Hispanic organizations** that gives us unprecedented access to Hispanic marketing information in major demographics such as New York City, Miami, and Texas. We are affiliated with The Hispanic Chamber of Commerce, AHHE, NHCCH, NYSFHCC, SHPE, A-LISTA, and AYLE

We created and maintain a Spanish Internet Marketing information website, [www.masvisibilidad.com](#). This site was initially created as a learning tool for a series of quarterly seminars for the Small Business Administration, ([www.eldiariiony.com/exito](#)).



Hilda Garcia, VP Multiplatform for News and Information, [Impremedia](#)

ImpreMedia is the Leading Hispanic News and Information Company in the United States with multi-platform offerings ranging from online to video to print and more than 70 products on 7 platforms, including the portal [www.impre.com](#). The Company's products provide marketers and advertisers with effective multi-platform media solutions to reach the rapidly growing and influential Hispanic market. Thirty-two percent of all U.S. Hispanic adults use an impreMedia product. The Company is also the largest Hispanic newspaper publisher in the U.S. with publications in the top 15 markets reaching 65% of the U.S. Hispanic population. Our leading publications include La Opinión in Los Angeles and El Diario La Prensa in New York.



Diego Saez-Gil, Co-founder & CEO, [Inbed.me](#)

Inbed.me is the First Social Booking site for Hostels, Beds and Couches. We take the beauty of the Social Web and bring it to the Travel Booking Market by allowing people to connect with fellow travelers before their trip even starts. We strongly believe that travel is not about the places you visit but about the people you meet along the way.

Inbed.me was created by a group of young globe-trotters from around the world who met in a hostel in Brooklyn, NY. Knowing first-hand how some hostels are not as social as others, they all shared the dream of building a tool to help travelers choose social and fun hostels, while enabling travelers to connect before they arrive to their destination.

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Inbed.me was formed in early 2011 and officially launched during Startup Weekend New York (a competition for entrepreneurs willing to create a new company). Winning second place out of twenty other awesome start-ups, the founders of inbed.me continue to enlist an amazing team of people to help build the product and take it to the next level.

Today, inbed.me has already established relationships with hostels, beds and couches in over 700 cities around the world – soon to take over the planet! We'll keep working very hard to accomplish our mission. Join us in the adventure!



Marcelo Rodriguez, CEO, [Inlanet](#)

Inlanet specializes in: Hispanic Internet Marketing assisting companies in targeting and capturing the online U.S. Hispanic & Latin American Markets.



NEW YORK MIAMI MEXICO CITY SÃO PAULO BUENOS AIRES

Mike Valdes-Fauli, President, [The Jeffrey Group](#)

The Jeffrey Group succeeds at delivering value to our clients by focusing on what we know best: helping businesses and organizations communicate with Latin consumers, customers, influencers and stakeholders throughout the Americas. Using proprietary tools to thoroughly understand our clients' businesses, we develop integrated communications programs drawing from a broad range of disciplines (including public and media relations, digital communications, experiential marketing, market research, graphic design and interactive services) to deliver an effective communications strategy that speaks with one voice.



Carlos Vassallo, CEO, [LatinVision Media](#)

LatinVision Media Inc. is a New York-based company that operates business portals targeting U.S. Hispanic and Latin American entrepreneurs, business owners, executives and professionals in small and medium-sized companies. Additionally, The Company organizes conferences and networking events focused on marketing to U.S. Hispanics and Latin American executives.



Arthur Berman, VP, [LATOOR Tour Operator part of Iqram Group](#)

Founded in 1967, ISRAMWORLD is one of America's largest tour operators. ISRAMWORLD, is a member of USTOA, the United States Tour Operators' Association. Every ISRAMWORLD passenger is protected by USTOA's \$1 Million travelers Assistance Program.



Linda Ayares, SVP, [M. Silver Associates](#)

M. Silver Associates Ranked among the leading mid-sized public relations firms in the United States, M. Silver Associates specializes in high-profile consumer marketing public relations. Our clients retain us to position or reposition their organizations and products, create brand identity, increase mind share and build consumer demand.



Alfonso Sumano, Regional Director for North America, [Mexico Tourism Board](#)

We aim to offer a high quality service for you to discover Mexico's tourist attractions and its areas of natural beauty, while enjoying the warmth of our hospitality.

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Michael Luongo, Freelance Writer, Editor & Photographer, [Michael Luongo](#)

Michael Luongo is an award winning New York based freelance writer, editor and photographer, concentrating on travel, culture, human rights and other topics, with experiences in over 80 countries and all 7 continents. From partying with bikini-clad models on South America's most glamorous beaches to visiting Bin Laden's Tora Bora caves with Afghan warlords who talk of opening amusement parks in the area, to poignant interviews in war-torn Baghdad, his travel writing and photography career has been out of the ordinary.



Carlos Manzano, Executive Director, [Latin Media and Entertainment Commission City of New York](#)

The Latin Media and Entertainment Commission is an entity of the government of New York City. The LMEC was founded by Mayor Michael Bloomberg in October 2003, to help position New York as a major Latin-American media and entertainment center.

The Commission advises the Mayor on business development and retention strategies for the Latin media and entertainment industry.

The Commission is made up of [leaders](#) from the Latin and mainstream media industry, community leaders from the nonprofit and cultural sectors, and leading executives from the financial, advertising, publishing, new media, and real estate sectors.



Erik Cima, VP of Hispanic Markets, [Outbrain](#)

Outbrain (www.outbrain.com) is the leading content discovery platform, helping publishers, brands and agencies reach a highly engaged audience through distribution on leading media sites. Outbrain works with publishers like CNN, Fox News, Hearst, *Rolling Stone* and MSNBC as well as brands and agencies including American Express, P&G, General Electric, Media Contacts and Starcom to increase site traffic and generate new revenue through customized links to recommended content.

Founded in 2006, the company is headquartered in New York with offices in London, San Francisco, Chicago, Washington, DC, Paris, Hamburg and Netanya, Israel, and is backed by Index Ventures, Carmel Ventures, Gemini Israel Funds, GlenRock Israel, Rhodium and Lightspeed Venture Partners.



Ana Roca Castro, CEO, [Premier Social Media](#)

Premier Social Media started in 2007 with the development of a social networking site for diplomats and ambassadors. As social media developers, we partner with businesses and non-for-profit organizations to provide a series of development and consulting services through social media platforms. In the last 4 years, we have developed 2 internal social networks, over 50 Facebook applications, 68 iPhone/Android apps, 3 Social Games (MMO), more than 100 widgets and over a dozen Twitter applications. We also place community managers in larger corporations and public organizations to build the social media capacity of their managers. Our goal is to help them create a sustainable and permanent social media strategy with tangible and measurable ROI.



Stephanie Abrams, CEO, [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."



Betty Ortega, SVP, [Taylor Primero](#)

Since its founding in 1984, Taylor has forged a reputation of excellence in public relations by partnering with the world's most admired consumer brands, utilizing their sports, lifestyle, and entertainment assets to drive consumer engagement.

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The agency's roots are firmly planted in the world of sports and its legacy of developing and activating award-winning campaigns for leading brands in support of sports sponsorships is unparalleled. From global properties like the **Olympic Games** and FIFA World Cup, to the crown jewels of the U.S. sports landscape – the World Series, Super Bowl, NBA Finals, and Daytona 500, among others – Taylor has long been a trusted counselor for many of the most influential sports marketers in the world.

In 2004, Taylor introduced a bold new vision that aligned the company exclusively with a select roster of category leading consumer brands. That vision helped drive the transformation of Taylor from a tactical publicity shop to a brand counselor and public relations partner for Allstate, Capital One, Coca-Cola, Diageo, Gillette, MasterCard, NASCAR, and Procter & Gamble, among others.

To fully immerse itself in the business of its client partners, Taylor expanded its footprint beyond New York, establishing offices in Charlotte, Los Angeles, Chicago and London. Today, the agency has more than 100 employees across all five locales.

The Holmes Report, one of the public relations industry's most respected media organizations, selected Taylor as U.S. Agency of the Year in 2008, **Strategic Agency of the Year** in 2009, and Consumer Agency of the Decade in 2010 based on its steadfast commitment to this vision.

In March of 2011, further recognition was bestowed upon the agency when a Harvard University case study was published. **Transformation at Taylor** closely analyzes the impact of the agency's strategic and financial performance prior to and following the Taylor management team's bold decision to lead organizational change.



Marilyn Dominguez, Social Media GM, [Terra Networks](#)

Terra Networks is the largest Latin American online media company, ranked as the 31st most popular internet destination in the world. Offering Entertainment, News and Sports to the 70 million people who visit its portals monthly, Terra was named by Fast Company in 2011 as one of the most innovative company in the music area, "for a multipronged, and profitable, music-focused content model". Terra is present in 17 Latin American countries as well as in USA. It has offices in cities such as Sao Paulo and Porto Alegre (BRA), Buenos Aires (ARG), Santiago (CHI), Lima (PER), Bogota (COL), Mexico DF (MEX), Miami and New York (USA). Among Terra's most successful products and channels are Sonora (music) and Terra TV (premium video content) and the Planeta Terra annual music festival.



Jose Barreiro, Director of Digital Sales, [Travel Channel](#)

Travel Channel is the world's leading travel media brand, and the network is available in nearly 96 million US cable homes. Its Travel Channel HD™ simulcast is distributed to almost 37 million viewers and is carried on every major provider. Travel Channel is headquartered in Chevy Chase, MD, and maintains offices in New York and Atlanta. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV, [DIY Network](#), [Food Network](#), [Cooking Channel](#) and [Great American Country](#), is the manager and general partner.



Lisa Theodore, Former Vice President Travel & International, [Tribune Company](#)

Tribune is one of the country's leading multimedia companies, operating businesses in publishing, digital and broadcasting. In publishing, Tribune's leading daily newspapers include the Los Angeles Times, Chicago Tribune, The Baltimore Sun, Sun Sentinel (South Florida), Orlando Sentinel, Hartford Courant, The Morning Call and Daily Press. The company's broadcasting group operates 23 television stations, WGN America on national cable and Chicago's WGN-AM. Popular news and information websites complement Tribune's print and broadcast properties and extend the company's nationwide audience.



Mauricio Leyton, Director of Alliances, [Virtuoso](#)

The network's member agencies generate over \$9.6 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access.

Virtuoso's history of leadership in the travel industry dates to the 1950s. That's when Allied Travel, a research and operation center, was formed to help its independent carriage-trade member travel agencies with foreign, international and group arrangements. In 1986, Allied Travel merged with Percival Tours to form Allied Percival International (API), bringing together the very best travel agents in the country.

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Matthew Upchurch, a 20-year industry veteran named one of the "25 Most Influential Travel Executives" by Leisure Travel News, took the helm. With his leadership and clout, API has been able to give its travel agency members and their clients an advantage in the competitive and always changing travel marketplace. Renamed *Virtuoso* in 2000, the company has continually expanded its focus, truly becoming "Specialists in the Art of Travel."

As the President of Virtuoso, **Kristi Jones** oversees the upscale travel agency network's national team of executive vice presidents, who in turn manage Virtuoso's corporate offices in Fort Worth, Seattle and New York. Based in Seattle, Jones directs the company's consumer marketing, technology, travel agency member and preferred supplier divisions.