



Daniel Herrera
Marketing Manager
Food Lion

Daniel Herrera is a Marketing Manager at Food Lion where he leads the Hispanic marketing strategy for 63 stores in Markets such as Raleigh/Durham, Greensboro and Charlotte, Columbia SC and Daytona FL. He also Chairs Food Lion's Hispanic/Latino Business Resource Group and is in charge of the implementation and launching one of the most successful Hispanic Loyalty and Acquisition programs. His leadership and creativity lead to the creation of the first Food Lion Sabor Latino State Soccer Cup in which professional teams from Mexico and Central America had the opportunity to play their preseason in every year in NC.

Previously, Daniel led Ethnic Marketing initiatives targeting African American & Hispanic consumers at Coca Cola working with key chain and independent accounts to successfully increase per capita consumption in the Southeast Region.

Daniel's past accomplishments include international business development for Newton Instruments in Mexico, Puerto Rico, Brazil, Taiwan, Hong-Kong, Singapore and Israel serving major telecom clients including Nortel, Avaya, Telmex, IBM, MESA SA de CV, General Dynamics.

Daniel was born in New York and grew up in Colombia where he earned his BS in Business Administration. He achieved his Masters of Science in Strategic Leadership in 2009. He is married to Isabela Lalinde who is also part of the management team at Food Lion. They have a beautiful baby girl by the name of Camila. In September 20 of 2010 Daniel will received the reward of being the Hispanic professional of the year by La Noticia Excelente awards, nomination he received for the work done on the successful launch of the Food Lion Sabor Latino supermarkets.

Daniel's commitment to represent Hispanics in the supermarket industry is translated in his involvement as member of the advisory board for the Hispanic 360 Retail Summit in which he has serve twice as a panelist. As a once professional soccer player and now Vice-President of the board of directors of Lake Norman Soccer Club in NC, Daniel channels his passion for soccer through mentoring and coaching Hispanic youth soccer players.

SUNDAY, August 8, 5:30 p.m.
General Session 1

Retailer Panel: Serving Blue-Collar & Budget-Conscious Latino Shoppers

