



José A. Rivera
Digital Marketing Manager
American Family Insurance

José A. Rivera is a Digital Marketing Manager with American Family Insurance, a multi-product insurance company with its national headquarters in Madison, Wis. and operational presence in 19 states. He leads the Web Experience team responsible for customer facing websites, mobile applications, Rich Internet Application development, Self Service Kiosks, SEO, web analytics and multimedia projects that support advertising efforts for American Family's marketing division. Earlier this year Amfam.com was the recipient of the Webby Award Official Honoree designation in the insurance category from The International Academy of Digital Arts and Sciences. Other digital marketing efforts like iPhone apps, interactive games and specialty micro sites have drawn the attention and positive reviews of multiple technology, marketing and trade publications.

Prior to American Family Insurance José maintained a successful 14 year career as a film director with a focus on television and internet delivered advertising campaigns for US Hispanic markets and Latin American countries such as Puerto Rico, Dominican Republic, Colombia and Venezuela.

TUESDAY, August 10, 9:30 a.m.
General Session 5

Panel: Targeting Hispanic Shoppers in the "New World" of the Internet

