



José R. Villa
Founder and President
Sensis

José Villa is the founder and President of Sensis (www.sensisagency.com). José has a unique professional background that combines digital technology and multicultural advertising with economics, statistics and strategy consulting.

For the past 11 years, José has thought about the advertising industry differently than most. José has been a pioneering evangelist of the transformative intersection of digital media and multicultural demographics – positioning his clients and companies to capitalize on the explosive multicultural population and its indelible relationship with digital technology.

José founded Sensis in 1998 and has grown it into one of the fastest growing advertising agencies in the U.S., earning prestigious spots on the 2008 and 2009 Inc. 500 ranking of America's fastest growing private companies. Jose has 15 years of experience developing impactful, engaging and ROI-driven advertising, marketing communications strategy, social media, mobile and Web site platforms for government, Fortune 1000, and non-profit clients including the U.S. Army, Sempra Energy, Johnson & Johnsons, GSK, United Healthcare, the U.S. Department of Homeland Security, Stand Up to Cancer, the Trevor Project.

As an impassioned champion of multicultural advertising and interactive strategies, José shares his forward-thinking approach to advertising nationwide through a series of speaking engagements addressing advertising, mobile marketing and social media in the general and multicultural markets and on his two blogs www.ThinkMulticultural.com and www.SensisBureau.com. You can follow him on Twitter [@jrvilla](https://twitter.com/jrvilla), find him on LinkedIn at www.linkedin.com/in/josevilla or e-mail him at jrvilla@sensisagency.com.

José began his professional career as a management consultant with Mitchell Madison Group, working in its media and telecom group.

José received an AB cum laude in Economics from Harvard University and a MBA from the Wharton School of the University of Pennsylvania.

MONDAY, August 9, 3:00 p.m.
New Media Track – Concurrent Session 1B
*Creating a Social Buzz – Using Social Media to Reach and Influence
the Hispanic Social Network*

