



Cristina Benitez
President
Lazos Latinos

For two decades, **Cristina Benitez** has developed a wide range of branding and marketing programs that target the growing Latino population in the United States. In 1998, she founded Lazos Latinos, a specialty Hispanic, strategic branding and advertising company based in Chicago. In 2005, Lazos Latinos added “Latinization” to help Fortune 500 companies understand and develop their Hispanic employees.

Formerly senior vice president of ethnic marketing at DraftWorldwide, Cristina directed Hispanic direct marketing campaigns for Sprint, AARP, PacifiCare, HFC and Miracle-Ear. While at Draft, she spearheaded Dimensión Draft, the agency’s nationally recognized study on Hispanics and direct marketing. This research was the first of its kind to examine direct opportunities targeting Hispanic consumers.

Cristina’s prior Hispanic advertising experience was VP Account Services at FOVA, Grey Advertising’s Hispanic agency in New York. In this capacity, she introduced many products into the Hispanic market such as Cover Girl, Pantene, Kraft General Foods, and Dannon Yogurt among others.

Cristina’s expertise across all aspects of advertising, her passion for Latino leadership development and her culturally diverse background as a bilingual native of Florida make her an invaluable and highly successful motivational speaker. In 2007 Paramount Market Publishing released her book, “Latinization...How Latino Culture is Transforming the U.S.,” which was their best selling book of the year.

Cristina lives in Chicago and is very active civically as a board member of the Chicago Public Library, the Gateway Foundation, the Hispanic Alliance for Career Enhancement, Luna Negra Dance Theater, and serves on the Audience Development & Diversity Committee of the Museum of Contemporary Art. She teaches courses on Hispanic marketing at Columbia College Chicago; is a frequent speaker at national conferences on “Trends in the U.S. Hispanic Market,” “The Latinization of the United States,” and “Harnessing Latino Influence for Employee Development.”

SPECIAL BOOK SIGNING EVENT:

Cristina will be available in the Product Showcase area to sign your copy of her book during Tuesday night’s cocktail reception.

TUESDAY, July 29, 1:30 p.m.

Consumer Insights Track – Concurrent Session 3A
Latinization: How Latino Culture is Transforming the U.S.

WEDNESDAY, July 30, 10:55 a.m.

Consumer Insights Track – Concurrent Session 3E
Latinization: How Latino Culture is Transforming the U.S.



Hosted by:
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