



Gary L. Berman
President, CEO
Sí Change Consulting

Gary Berman is a 25-year veteran of the multicultural marketing and business arenas. His work in research, publishing, consulting and training has resulted in the adoption of multicultural strategies in settings ranging from the White House, where Gary assisted the President's Commission on Race, to the halls of over 200 Fortune 500 companies including The Walt Disney Company at the CEO Level.

Gary was one of the earliest proponents of generating market intelligence based on multicultural, segmented data, through publication of the pioneering "Multicultural Market Reports" and, in conjunction with Forbes magazine, "Portrait of the New America."

His dedication to humanizing the statistics and bringing those insights to the executive suite led to the formation of Sí Change Consulting www.sichange.com, the leading consultancy of its kind in the multicultural arena.

Gary is working with a new multicultural branded entertainment initiative featuring Zumba, a Latin-inspired fitness craze that is sweeping the nation. Zumba has recently signed an agreement with Mark Burnett Productions and Emilio Estefan.

Additionally, Gary is developing a 4-hour documentary "A Portrait of the New America" based on his research into how America is changing and what it means to be an American. Additionally, Gary works with PBS on "CEO Exchange."

In conjunction with Chief Executive magazine, Gary is extending that conversation to the CEO suite and boardroom, encouraging sustained attention to the multicultural marketing imperative using "Cultural Immersions" and "Chief Chats."

Gary lives the multicultural American dream in Miami, Fla., with his Colombian-born wife and partner Valerie Shalom Berman and daughters Sara and Ilana.

TUESDAY, July 29, 11:00 a.m.
General Session 3

The Hispanic Retailing Best Practices Benchmarking Study



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