



**Greg Cunningham**  
*Director, Multicultural Marketing*  
**Target Stores**

**Greg Cunningham** leads the marketing planning team responsible for growing market share across all multicultural guest segments for one of the nations largest retailers – Target. He is charged with developing innovative strategies to not only acquire these consumers, but to deliver sound marketing strategies that produce profitable sales. Target has more than 1,500 stores across the country and boasts annual revenue of more than \$60 billion. This retail giant depends on their leaders to deliver big ideas and powerful strategies that differentiate their brand from their competitors, Greg is one of those leaders, and has a reputation for “hitting it out of the park.” He has consistently delivered for Target over the past 9 years. In fact, Greg received Target’s highest award for marketing, The Pellegrine Award in 2005.

Prior to heading up multicultural marketing, Greg held other key management positions at Target including apparel sourcing, senior marketing manager for target.com, and he managed Target’s community relations efforts. Greg has always been an advocate for many issues that concern our communities, but he has a special passion for higher education. He spent nearly 5 years as the area development director for the United Negro College Fund in Minneapolis before moving on to Target, but not before he and his team raised more than \$11 million to help deserving young people pay for college.

He is frequently asked to speak at industry marketing events to share some of his innovative and cutting edge thinking. He’s happy to share his expertise as long as it saves him quality time for his family. Greg loves spending time with his wife of 15 years Jacqueline Lloyd Cunningham along with their two children Myles 9 and Whitney 7. He even manages to carve out time to coach his son’s football team and feels that dropping off his children at school everyday is the “perfect way to start the day.”

Greg earned his Bachelors degree in Marketing at Clark Atlanta University and received a Masters Degree in Marketing from Fordham University in New York City. He also sits on the board as a trustee for Blake School where his children are enrolled.

**MONDAY, July 28, 4:30 p.m.**  
**Opening Keynote Address**  
*How Target Is Winning the Hispanic Shopper*

