



Manuel Delgado
CEO
Agua Marketing

After years as account planner at JWT Advertising in Venezuela, **Manuel Delgado** started his U.S. career in 1997, when he was recruited by Compaq in Houston to start the company's Latin America Internet efforts.

Under his leadership, Compaq became a pioneer in the Latin American Internet and was the first computer manufacturer to launch Web sites and start eCommerce efforts in the region. After two years in Latin America, he was tapped to lead the deployment of worldwide eCommerce capabilities for Compaq. Manuel launched online stores and retail kiosks in Australia, France, the UK and Puerto Rico.

Seeing the exciting business opportunities in the exploding Hispanic market, Delgado founded Agua Marketing in 2003 with the goal of becoming the leading marketing agency focused on the Hispanic market. The company name, "water," reflects the multicultural markets in the U.S.: ever changing and vital.

Manuel holds an MBA from Vanderbilt University and a BS in Industrial Engineering from the UCAB, in Caracas, Venezuela.

He's a former board member of the American Marketing Association, the National Society of Hispanic MBAs and the Houston Interactive Marketing Association. He is also one of the founders of NewSpring, a business incubator for low income Hispanic entrepreneurs.

TUESDAY, July 29, 1:30 p.m.
Advertising & Marketing Track – Concurrent Session 1A
Holiday Shopping Behavior



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