



Felipe Korzenny, Ph.D

*Professor and Director of the Center for Hispanic Marketing Communications
Florida State University*

Dr. Felipe Korzenny joined Florida State University in the Fall of 2003. Until then he was Principal and Co-Founder of Cheskin. At Florida State University he founded and directs the first Center for Hispanic Marketing Communication in the United States. This Center prepares students to serve the Hispanic marketing industry, conducts research projects, and produces publications to further the understanding of Hispanic consumer behavior: <http://hmc.comm.fsu.edu>.

Before merging his company with Cheskin in 1999, he was President and CEO of Hispanic & Asian Marketing Communication Research, the company he founded in 1984 to assist Fortune 500 companies in understanding and communicating effectively with the Hispanic and Asian markets in the U.S. and abroad. Now at FSU he continues to conduct research and consults with major U.S. corporations on how to best establish consumer relationships with U.S. Hispanics. He is particularly well known in the industry for the consumer experience insights he has helped generate to position successful products in the U.S. Hispanic market. He has established research traditions and trained many researchers in ethnographic, qualitative, and most quantitative methodologies. A social scientist by training, Felipe has a critical academic perspective combined with a strong business practice.

Felipe's experience includes: Food and beverages, finance/banking/credit/insurance, telecommunications, digital technology, entertainment, media, social services, health, education, automotive, and real estate. His contributions have ranged from product development, to the elicitation of insights for positioning, to the development of marketing strategy.

Felipe holds an M.A. and a Ph.D. from Michigan State University in Communication Research, where he was also a faculty member, and later was member of the faculty of San Francisco State University. He has published six books and almost a hundred research publications dealing with communication and culture. His latest book, written with Betty Ann Korzenny, is entitled ***Hispanic Marketing: A Cultural Perspective*** was published by Butterworth Heinemann/Elsevier September 2005. He is currently working on an expanded and revised version of this book.

His is an Outstanding and also a Distinguished Alumni of Michigan State University. He is the first recipient of the Hill Library HispanSource 2005 Award for Outstanding Achievement in Hispanic Marketing Research. Felipe is a prominent speaker at nationwide symposiums and conferences on Hispanic markets. His full bio can be found at www.korzenny.com/FKresume.htm.

MONDAY, August 9, 11:00 a.m.

General Session 3

Why In-Culture Marketing Is Critical to the Long-Term Success of Any American Enterprise

