



Ruben Gonzalez
President
OLÉ Advertising

Ruben Gonzalez is the founder and president of OLÉ Advertising. He is from San Sebastian, Puerto Rico, and has over twenty years of experience working in the general and Hispanic market advertising business.

In just six short years Ruben guided OLÉ Advertising from a small zero based business to its current mid-size status.

Prior to OLÉ Advertising, Ruben worked for Arbitron Ratings Co. in market research. While at Arbitron he worked on a major project regarding the usage of VCRs by ethnic groups. His area of expertise was focus groups and audience measurement for radio stations on the West Coast.

Ruben also worked for Shecter & Levin Advertising and Public Relations in Baltimore, Md. He started as an account executive, and one year later was named vice president of new business development. Two years later he spearheaded the Shecter & Levin Hispanic advertising division.

Ruben has been a speaker at major conferences such as “Se Habla Espanol” and the Ad Club of Greater Washington, D.C. conference on “The Color of Advertising”. He has given seminars on such topics as starting your business, putting together an effective business plan, and marketing to a diverse audience.

Ruben is a member of the Speakers Bureau, as well as a member of the Multi-Cultural Diversity Board for the American Advertising Federation. From 1991 to 1997 he served as a Commissioner on the Governor’s Commission on Hispanic Affairs, a position appointed by the governor and confirmed by the Maryland State Senate. Ruben is a member of the Greater Ibero Chamber of Commerce, The U. S. Hispanic Chamber of Commerce, Ad Club of Washington, D.C. and the Hispanic Business Chamber of Maryland.

Raised in East Chicago, Ind., Ruben attended the Art Institute of Chicago where he majored in graphic design and photography. In 1983, Ruben graduated from the University of Maryland with a degree in sociology and marketing.

TUESDAY, July 29, 4:00 p.m.

Advertising & Marketing Track – Concurrent Session 1C

Authentic Latin Flavors: Marketing Health Products to the Hispanic Consumer

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

Advertising & Marketing Track – Concurrent Session 1E

Authentic Latin Flavors: Marketing Health Products to the Hispanic Consumer



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