



Joe Kutchera

Author

Latino Link

Joe Kutchera is the author of *Latino Link: How to build brands with Hispanic communities online* (Paramount Books). He brings over 10 years of Internet marketing experience to his consulting clients from his tenure at Time Warner's interactive properties including CNNExpansion, Quien.com, CNNMoney, ThisOldHouse.com, and Warner Bros. Online. You can read Joe's columns about best practices for reaching Latinos online on MediaPost and Portada. In addition, he has spoken in Mexico, Spain and the U.S. about how to localize content for Spanish-speakers. Joe has a BA from Macalester College and an MBA from Fordham University.

TUESDAY, August 10, 9:30 a.m.

General Session 5

Panel: Targeting Hispanic Shoppers in the "New World" of the Internet

