



Carlos Santiago

CEO and President

Santiago Solutions Group and Santiago ROI

Carols Santiago is CEO and president of Santiago Solutions Group and Santiago ROI. Since 2000, Santiago Solutions Group has led the niche of multicultural business strategy consulting firms addressing tough planning challenges. Santiago ROI directs the creation of total branding for demand and growth. The agency specializes in innovative ways of intercepting consumers with the precision that only strategic intelligence can provide across all media and disciplines from digital, branded entertainment to viral consumer engagement. Santiago ROI's vision is rooted in the balance of creativity, insight and discipline.

Carlos is a marketing strategy expert whose new paradigms in branding, resource allocation, multicultural marketing and quantitative prediction of multicultural purchasing behavior have been highlighted by CNBC and The Wall Street Journal, among others. Carlos has consulted for and created P&L business units, branding and retail strategies across many industries. Beginning his career at Anheuser-Busch's strategic planning group, he guided efforts for beer, bread, snacks, bottled water and parks subsidiaries. As director of ethnic markets for Pacific Bell, his advertising efforts to Latinos and Asians resulted in record growth. As VP of premium markets and sales for NYNEX-Bell Atlantic, he led the first centralized unit dedicated to Latinos, African-Americans and Asians; rolling-out communications programs for branding, growth and loyalty. The unit surpassed \$2 billion in annual revenues, representing 20% of Bell Atlantic's consumer division, garnering 20% of the overall corporate marketing budget, and receiving the Chairman's Baldrige Award for best-in-industry brand equity, services penetrations, revenue per customer and communications ROI. Subsequently, as Bell Atlantic's VP of consumer segmentation, he shifted the entire company's strategy to a "customer lifetime value" approach across business lines.

Santiago's breakthrough papers such as "Does a Well-Resourced Hispanic Corporate Strategy Translate into Shareholder Value Creation?", "The Right-Spend Studies I, II, & III – Setting Appropriate Allocation Levels to Optimize Hispanics' Purchase Behavior," "The Impact of Customer Experience on Hispanics' Brand Choice & Loyalty," and "And Integrated Strategy for Hispanic Markets" have been widely published in books and journals such as *Marketing to American Latinos*, *Hispanic Marketing and Public Relations*, *Brand Week*, *Supermarket News*, *Hispanics Today* and the *Association of Hispanic Advertising Agencies*.

The Santiago Group has guided Hispanic and multicultural initiatives for leading marketers such as McNeil, Humana, Wells Fargo, AT&T, Nestlé, Campbell's, H-P, Terra, Pernod-Ricard, AARP and American Express, among others.

TUESDAY, July 29, 2:45 p.m.
Consumer Insights Track – Concurrent Session 3B
Latina Shopper Insights



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