



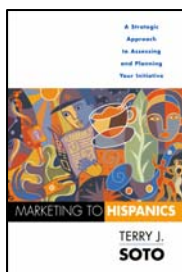
Terry Soto
President
About Marketing Solutions Inc.

Terry Soto is president of About Marketing Solutions Inc. She is a well-respected voice in Hispanic market strategy consulting, whose client experience includes Kraft Foods, Ringling Bros., Coca Cola, Wells Fargo, Walgreens, Disney Consumer Products, BBVA Bancomer, Lincoln Mercury and Absolut Vodka.

Terry was lead author of the groundbreaking retail industry report “Grow with America – Best Practices in Ethnic Marketing and Merchandising” and most recently of her new book entitled “Marketing to Hispanics – A Strategic Approach to Assessing and Planning Your Initiative,” already required reading at top universities which offer multicultural marketing coursework.

Terry is a frequent event speaker, a regular resource to trade publication editors and she lectures on Hispanic Marketing Strategy at New York University and Pepperdine University’s Graduate School of Business and Management where she earned her MBA.

Terry is from Ecuador, grew up in Central LA and is now a Valley Girl. She is fully bilingual and bicultural and likes to say, of her love for urban life and rap, “you can take the girl out of the hood, but you can’t take the hood out of the girl!”



SPECIAL BOOK SIGNING EVENT:

Terry will be available during a session break to personally sign your copy of her new book “Marketing to Hispanics – A Strategic Approach to Assessing and Planning Your Initiative.”

TUESDAY, July 29, 9:30 a.m.
General Session 2

Are You Organized for Hispanic Market Success?



Hosted by:
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