



Tracy Galindo
Managing Director
GT Universe

With the ongoing cross-culturalization of tastes and traditions, **Tracy Galindo's** mission is to help brands get rediscovered through the use of targeted marketing, promotion and interactive programs.

Her award-winning efforts for leading grocer Jewel-Osco feature an array of multicultural marketing, merchandising and advertising vehicles, ranging from themed direct mailers and store-front events, to end cap displays and online initiatives. Working in tandem with CPG manufacturers, distributors and brokers, Tracy garners support of more than 150 vendor partners including Coca-Cola, Wrigley and Anheuser-Busch, helping them to skyrocket their sales with meaningful and measurable solutions.

Tracy's extensive career in Hispanic marketing began with media conglomerate Univision Radio San Diego, where positions in Sales, Marketing, Promotions and Programming allowed her to help increase ratings and revenue for two Spanish-language radio stations. After moving back to her hometown, Chicago, she joined forces with Burson-Marsteller, serving as the Midwest Public Relations Liaison on the Mexico Tourism Board account. In this exciting role, she participated in the hosting of press trips, press conferences and awards dinners featuring distinguished guests such as the Honorable Former President of Mexico, Vicente Fox.

Now, as Managing Director of GT Universe – a company Tracy launched in 2010 – she continues to help clients like Jewel-Osco/SUPERVALU achieve double-digit sales growth and reach new heights through strategic partnerships and positioning. When she's not cultivating business relationships, Tracy channels her energy, passion and purpose toward volunteering, writing, golfing and mentoring students through the Indiana University Alumni Association.

MONDAY, August 9, 4:15 p.m.
Entertainment & Culture Track – Concurrent Session 2C
Scoring with the 2010 FIFA World Cup – How Is Soccer Influencing America Mainstream – ADVANCED

