



**Isabel Valdés**  
*President*  
**Isabel Valdés Consulting, IVC**

Isabel Valdés is a pioneer in “emotional marketing,” author and public speaker.

For more than 25 years, she has consulted with corporations in the U.S. and abroad. Her extensive client list includes corporations, government and non-profits.

She founded Hispanic Market Connections Inc, an award winning marketing research firm in 1987. Presently she heads Isabel Valdés Consulting, IVC, and advises clients on “How to transform HeartShares™ into MarketShares©.”

Isabel is a member of PepsiCo/Frito-Lay’s Latino Advisory Board and the Advisory Board of Scholastic, Lee y Serás, a Trustee of NCLR, (National Council of la Raza) Washington D.C., and the Latino Community Foundation, San Francisco.

She has received numerous honors and awards, including being selected by *Fortune* Small Business in 2001. In March 2000, she was named by *American Demographics* magazine as the “21<sup>st</sup> Century Star of Multicultural Research.”

Her fourth book, “Hispanic Consumers for Life, A Fresh Look at Acculturation” (Paramount Market Publishers, Ithaca, N.Y.) was launched recently.

Isabel earned two graduate degrees from Stanford University. She resides in San Francisco and is the proud mother of Gabriel Aranovich, MD, and Clara Aranovich.

**SPECIAL BOOK SIGNING EVENT:**

Isabel will be available in the Product Showcase area to sign your copy of her book during Tuesday night’s cocktail reception and immediately after her closing address on Wednesday.

**WEDNESDAY, July 30, 12:00 p.m.**

**Closing Address**

*Marketing to the Hispanic Generational Crossover*



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