



David Wellisch
Co-Founder, Principal
Latinum Network

David Wellisch is the co-founder and principal of the Latinum Network. Prior to this, David was the founder and general manager of AOL Latino. David originated the concept behind AOL Latino and was responsible for the entire operation, overseeing programming, product development, customer service, marketing, strategy and business development. At its peak, AOL Latino reached \$130M in revenue from subscription and advertising revenue streams. He has been widely recognized for his work in the industry, and has been quoted in the Wall Street Journal, Business Week, CNN, Univision, Telemundo, and various Spanish-language media. In 2005, he was selected as Hispanic Marketer of the Year by AdWeek's Hispanic Edition.

David, who has also held senior positions at Allied Capital and Gemini Consulting, holds an MBA from Harvard Business School and a BA from Brown University,

MONDAY, August 9, 1:45 p.m.
Concurrent Session 3A

Understanding the Hispanic Consumer – INTERMEDIATE

