

MULTICULTURAL MARKETING SUMMIT



Ana Eberhard

Vice President, Client Solutions
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Ana Eberhard is a bilingual/bicultural marketing services professional with 20 years experience developing successful programs and strategies for various Fortune 500 companies, targeting both General Market and Hispanic consumers.

She is a strategic thinker that draws from a varied background, working with companies in the following categories: Automotive, Consumer Packaged Goods, Entertainment, Financial Services, Home Security, Non Profit, Retail, Telecommunications, Travel and Tourism, and Utilities.

Her work through the years has contributed to successfully executed bottom line driven programs for brands/companies such as BellSouth, BMW of North America, British Airways, Capital One, Fleet Credit Card Services, Kissimmee Convention and Visitors Bureau, Mike's Hard Lemonade, Marshalls, MGM/UA, Nestle, Ocean Bank, Paramount Pictures, Royal Caribbean Cruise Lines, TJ Maxx, TXU Energy, Walt Disney Pictures, and Zales Jewelers, to name a few.

Born in Cuba, Ana has spent the better part of her life living in Miami and travelling to all the major Hispanic markets in the country. She graduated Summa Cum Laude from Saint Thomas University with a Bachelor of Arts degree in Communications and has a Masters in Business Administration from Florida International University.