

MULTICULTURAL MARKETING SUMMIT



Andres Reyes

Director, Strategic Alliances & Hispanic Marketing
First Choice Power

Andres is a 15-year veteran in Hispanic marketing and has been a key player with top consumer brands in both the agency and corporate worlds. For years, Andres was a Group Account Director at Lopez Negrete Communications, the second largest independent Hispanic agency in the country. He was responsible for some of the agency's top clients. He led strategic planning, consumer research, product development, and integrated marketing efforts with category leaders like Domino's Pizza, Maseca, Mission Foods, GEICO, Advance Auto Parts, Novartis Pharmaceuticals, and Fiesta Supermarkets. But Andres' career in the Hispanic market has also crossed-over to the client side with brands like Stanley Tools, Fuji Photo Film, Ace, and TXU Energy. He has delivered profitable growth driving diverse initiatives that include the establishment of a global retail chain, the launch and growth of new product categories across 23 countries, and the development of multi-brand co-marketing partner networks to drive customer acquisition and retention. Currently, Andres is responsible for Hispanic marketing, strategic alliances, and channel sales at First Choice Power. As a marketing director, Andres has led the development of a highly integrated infrastructure to properly serve and communicate with Hispanic customers, the creation of segment relevant products and offers, the establishment of fully integrated multi-touch point sales channels, and the building of the brand's equity in the Texas market. Andres' well rounded experience in this market has allowed him to build profitable brands by focusing on the Hispanic consumer as the base for integrated marketing strategies and innovation.