

MULTICULTURAL MARKETING SUMMIT



Arthur Rockwell
Vice President, Sales
Geoscape

Arthur Rockwell is the Vice President of Enterprise Sales at Geoscape. Arthur has spent nearly two decades educating and working with clients to tap into the increasingly diverse and affluent U.S. Hispanic market. He has extensive experience in maximizing sales efforts through developing a motivating atmosphere for sales teams and fostering strong relationships with advertisers, marketers, advertising agencies, and media-buying organizations.

Arthur previously worked for CBS Outdoor Latino as the Senior Vice President of Sales. While at CBS Outdoor, he piloted a new division to market, promote, and sell out-of-home media coverage of the U.S. Hispanic market. He also educated their internal sales and marketing teams on opportunities within the Hispanic market in order to increase revenue. Through his extraordinary marketing skills and deep understanding of the U.S. Hispanic market, he increased the overall Hispanic billing by over 130% in four years and grew Puerto-Rican revenue by 23% in just one year.

Arthur has an impressive background in sales & marketing, making him a significant asset to the Geoscape team. Since the beginning of his career, he has enjoyed a consistent track record of increased revenue for nearly every company he's worked for and has grown into a top-level executive. In 1989, he was a Classified Display Account Executive for La Opinión (Lozano Enterprises), where he was consistently ranked as first or second in the classified display sales department. However, this only marked the beginning of his achievements in sales and marketing.

In 1992, Arthur was a Sales & Marketing Consultant for Heftel Broadcasting (now Univision Radio), where he sold the first-ever radio simulcast of the Rose Parade in partnership with KTTV Fox. He also worked at Vista Media for ten years, where he climbed his way up from Account Executive to Executive Vice President of Sales & Marketing. In the beginning of his career at Vista, he increased revenue by 45% within three years and successfully recruited and developed the sales team, which positioned the company as a key player in the top two U.S. markets.

Additionally, Arthur received a number of awards for his outstanding success. In 2006, he was named the Out-of-Home All Star by Adweek's Marketing & Medios magazine. In 2007, Arthur was nominated for Hispanicad.com Media Executive of the Year. He was also named the Co-chairman of Outdoor Advertising Association of America (OAAA) Multicultural Marketing Committee.

Arthur was born in San José, Costa Rica and spent his childhood between Costa Rica and Indiana. He moved to Los Angeles in 1984, spending 22 years there during which he studied at Cypress College and Cal State Fullerton, met his wife and had three beautiful children. He is passionate about his family, profession, sailing, flying and trying to break 100 in golf.