

MULTICULTURAL MARKETING SUMMIT



Carlos Cordoba

Senior Client Services Director and Strategist
Geoscape

Carlos Cordoba has more than 15 years' experience working with companies seeking to develop a better understanding of the Hispanic consumer market and to improve their marketing efforts. Combining extensive consumer insights with strong analytical tools, Carlos has helped well-known companies identify the most effective direction for their Hispanic efforts and implement impactful programs that generate solid, measurable results.

He has led the development and implementation of research studies for national Fortune 500 companies in categories such as food and beverages, financial services, automotive, supermarkets, government services, and retail businesses. He has managed both quantitative and qualitative studies for his clients, as well developed and implemented brand-specific consumer intercept studies at the retail level.

In addition, as part of his advertising agency background and responsibilities he has played a key role as the strategic lead and primary client contact with clients such as Wells Fargo Bank, Albertsons supermarkets and Sav-on pharmacies, 21st Century Insurance, Blue Cross of California, Staples, 76 gasolines, Southern California Edison and many other accounts.

Carlos' experience includes work in the major U.S. Hispanic markets, including Los Angeles, Miami, New York and Chicago; as well as efforts targeting consumers in Latin America for Epson, Kingston Technology and several Internet sites.

Fully bilingual and bicultural, fluent in both oral and written Spanish and English, Carlos holds a BA from the University of California, Los Angeles and a Masters of International Management from the Thunderbird School of International Management in Glendale, AZ.