



César M Melgoza
Founder & CEO
Geoscape

Mr. Melgoza is a leading innovator and thought-leader in business strategy, cultural insights and the development of marketing systems and analytics. Having worked at two Silicon Valley firms — Apple and Strategic Mapping — César founded Geoscape to deepen insights and analytics in an increasingly diverse American and international marketplace. Significant growth at Geoscape led to an investment partnership with Goldman Sachs in 2007 who along with César owns Geoscape/Latin Force Group LLC. Mr. Melgoza also is Chairman of Geoscape Europe BV based in Amsterdam, an investing board member of EcoNET Ventures/Latinum Networks, a board member of Florida State University's *Center for Hispanic Market Communication* and a member of the prestigious *New America Alliance*.

Geoscape produces technology-fueled data products, research and analytic consulting services. The Geoscape Intelligence System (GIS), the DirecTarget® database enrichment system, American Marketscape DataStream™ geo-demographics and a variety of other databases and technologies that have been adopted successfully by hundreds of corporations.

Mr. Melgoza's career blends unique experiences in information technology, marketing, market research, psychology and public policy. While completing his undergraduate degree at the University of California, Santa Barbara he provided quality control for Information Magnetics Corp. While earning his master's degree in at the University of Texas at Austin's LBJ School of Public Affairs, César was a research associate at one of the first Hispanic market research companies and also at the University's Center for Mexican American Studies. His award-winning master's professional report, published in 1986 and entitled *Chicanos in the New Economy* was predictive in its thesis and employed advanced statistical analytics.

From 1987 through 1990, he developed and led desktop mapping and workgroup computing initiatives with Apple Inc. at its Cupertino, California headquarters. He went on to lead marketing and international business development at venture-funded Strategic Mapping, Inc. where he played an integral role in achieving annual revenue growth from \$2 million to \$35 million within four years, prior to spinning off his own company.

Mr. Melgoza has served on the boards of Florida International University's International MBA program and Barry University's Andreas School of Business. His experience is frequently drawn upon by leading publications and dozens of marketing and business conferences. Geoscape produces and hosts the annual *Multicultural Marketing Summit*—which has rapidly become the leading event of its kind.

César was born in Michoacán Mexico, grew up in a central California farming community and has resided in South Florida since 1995. He has developed business throughout Latin America, Europe and Asia including the formation of Geoscape affiliates in Brazil, Europe and Mexico. His passion for music is demonstrated through performance in Afro-Caribbean percussion and the production of classical, contemporary and folkloric concerts. César is the father of four children spanning 3 decades and is chairman of ShareKindness, Inc. a fund-raising resource for charity organizations.