

MULTICULTURAL MARKETING SUMMIT



David Mesas

GIS Sales Unit Leader
Geoscape

In 2005, Mr. Mesas joined Geoscape to consult clients on the opportunities in the multi-cultural consumer markets. David focuses on the Direct Marketing Industry and is an expert on the application of the Geoscape Intelligence System (GIS) and the DirecTarget® System for database enrichment. Comcast Cable Communications, Capital One Bank, Americatel and Chase Bank are just some of the companies who have achieved successful results working with David. He is also member of the Direct Marketing Association's Council on Hispanic Direct Marketing.

Prior to joining Geoscape, Mr. Mesas began his career at Clear Channel Communications designing and implementing radio and outdoor billboard advertising campaigns. David benefited from the extensive sales training provided by the Sandler Sales Institute and gained priceless experience in working with advertising and PR agencies.

David was born in Miami, FL and is one of three children of Argentinean parents with roots in Spain and Italy. He completed his degree in Business Administration: Management Information Systems (MIS) at Florida International University. His extensive knowledge of information technology and sales has been a major asset in developing his career at Geoscape.

David has a passion for soccer (fútbol) and is an avid fan of the Argentinean national team. He also likes playing golf on the weekends and enjoys participating in the evolution of American culture.