

MULTICULTURAL MARKETING SUMMIT



David Perez

Managing Partner
Geoscape

David Perez is Managing Partner of Geoscape, an award-winning strategy and marketing services company that helps clients connect with the U.S. Hispanic consumer. Kraft Foods, ING, MTV, Nike, Colgate-Palmolive, the National Football League, Neiman Marcus, Nickelodeon Networks, Cranium, Virgin Mobile, and Wells Fargo are only some of the corporations that have benefited from David's groundbreaking work.

A dynamic keynote speaker at numerous industry events, Perez has been quoted in the *New York Times*, *The Wall Street Journal*, *Mediaweek*, *Adweek*, and the *Denver Post*. He received the 2005 Hispanic Magazine *Entrepreneur of the Year Award*. AHAA and Hispanic Ad have twice lauded Latin Force: in 2000 for *Best Internet Media Plan*, and again in 2005 for *Best Direct Response Media Plan*. In 2005, Latin Force was also recognized for *Best Online Campaign* for its work on Comida Kraft by Latino Marketing Awards. Before starting Latin Force, Perez was president and co-founder of Lumina Americas a Hispanic/Latin American integrated marketing company financed with \$25 million of institutional private equity. Perez is the former Chairman of the Cultural Access Group, a leading multicultural market research firm since 1986.

David is co-founder of the New Generation Latino Consortium, a non-profit industry advocacy group (www.nglc.net), and founder of Silverlining, a non-profit internet-based community for families of terminally ill children.

Prior to becoming a trail-blazer in the Hispanic market, Perez had accomplished a successful career in finance, where he was Vice President of Wells Fargo Bank's Asset Management Division.

Perez a Bolivian/American, is an avid musician who plays guitar and piano. His other passions include fly-fishing and photography. Perez is a graduate of the University of Vermont.