



David J. Perez  
Managing Partner  
Geoscape

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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 ground-breaking 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](http://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.

## **SPEAKING ENGAGEMENTS**

- Geoscape Multi-Cultural Conference, Miami, October 2006
- The Network IP Branding Conference, Las Vegas, September 2006
- The Scarborough Research Annual Conference, Las Vegas, August 2006
- The Hispanic Financial Services Summit, New York, July 2006
- The Sports Marketing Summit New York, May 2006

- The Self Storage Expo Las Vegas, April 2006
- The Multicultural Marketing Summit Chicago, October 2005
- Soccer United Marketing Partner Summit, New York. October 2005
- Northeast Ski Area Association Emerging Markets Workshop, Bretton Woods, New Hampshire, September 2005
- The Licensing Show Diversity Panel, New York June 2005
- National Sporting Goods Association Convention, Tucson, Az. May 2005
- The New Generation Latino Consortium 2<sup>nd</sup> annual Media, Marketing and Entertainment Conference Miami, FL. April 2005
- Multichannel News Hispanic TV Summit, New York, Dec 2004
- Museum of TV and Radio Media Center's Dialogue: New Media, New Habits: Reaching the Young Multi-Tasker, New York, June 2004
- The New Generation Latino Consortium Media, Marketing and Entertainment Conference, The Harvard Club, New York, May 2004
- The National Alliance of Latino Independent Producers Annual Summit, Santa Barbara, Feb. 2004
- The 10<sup>th</sup> Annual Marketing to Hispanics Conference, Miami, FL, Jan 2004
- The Wells Fargo Diverse Growth Segments Summit, Dallas, TX, Oct 2003
- The HBO Black Film Makers Foundation Summit, Dana Point, CA, Oct 2003
- Latin Alternative Music Conference, Los Angeles, CA Aug 2003
- Latino Sports Marketing Conference, Los Angeles, CA Aug 2003
- U.S. Hispanic Marketing Conference, San Diego, CA, July 2003
- MTV Networks CEO's strategy group, June 2003
- The Licensing Show Diversity Panel, New York, June 2003
- The National Alliance for Musical Theatre, Houston, TX April 2003
- The Clear Channel Theatrical Producers Conference, Orlando, FL Feb 2003
- Marketing to U.S. Latinos Conference, Miami, FL Nov 2002
- Latino Youth: A Tale of Two Cultures, The Harvard Club, New York, Nov 2002