

Geoscape

LATIN  FORCE



**JULIA HUANG**

CEO

Julia Huang is the CEO of interTrend, one of the most innovative and fastest-growing advertising and marketing agencies focusing on the diverse and expanding Asian communities in the USA. The firm, established in 1991, is a pioneer in educating and guiding Fortune 500 companies in the intricacies and sensitivities of marketing products and services to the Asian American market. Among interTrend's clients are Northwest Airlines, JC Penney, Verizon, Sempra Energy, The Gas Company, State Farm Insurance, Toyota Motors of America and Zespri International.

Having been raised in Japan, Taiwan and educated in the USA, Julia is fluent in Chinese, Taiwanese and Japanese. The multicultural life experience stressed upon the young Julia the importance of her community. This is now evidenced by her involvement in organizations such as Pacific Islander Census 2000 Network, Leadership Education for Asian Pacific, Organization of Chinese Americans, Japanese American Citizens League, Asian Pacific AIDS Intervention Team and Asia America Symphony Association. She also serves on the Board of National Asian Pacific American Legal Consortium (NAPA-LAC) and American Lung Association of Los Angeles. In 2002, Burger King Corporation appointed her to the company's Diversity Action Council. Julia also has been tapped by Los Angeles County Supervisor Don Knabe to serve on his Asian International Business Advisory Group. Her professional affiliations include the Asian American Advertising Federation, for which she was elected as the President for year 2006. For the consecutive years of 1996, 1997 and 1998, Avenue Magazine honored Julia Huang as one of the 500 most influential Asian Americans.

5th  
Annual  
**MULTICULTURAL  
MARKETING SUMMIT**  
october 22-24, 2008