

# MULTICULTURAL MARKETING SUMMIT



## Jennifer L. Woods

Executive Vice President  
The San Jose Group

Jennifer L. Woods is the Executive Vice President of **The San Jose Group** – the premier, independent marketing communications agency that specializes in the Hispanic markets of the U.S. and Latin America. Renown for working as *trusted advisors* with a critical focus on *brand performance*, SJG provides full-service capabilities for Clients targeting the Hispanic market, from front-end strategic planning, to fully integrated market implementation.

For nearly 18 years, Jennifer has helped Fortune 500's to generate incremental sales and awareness from the fastest growing consumer audience in our hemisphere. Her range of category experience includes CPG's, financial services, retail, airlines, healthcare/pharma, and telecom.

At **The San Jose Group**, Jennifer oversees the firm's **Consulting Division**, where she is responsible for helping her Clients ensure an optimal return on investment from the Hispanic segment with the firm's patented strategic planning models. Prior to her Consulting position, she spent several years rising through the advertising and public relations Account Service ranks at SJG, directly serving on such top name accounts as: Sears; Allstate Insurance Company; ATA Airlines; Anheuser-Busch; and Sara Lee Corporation.

Armed with a multicultural and bilingual background, Jennifer started her career on the agency side of the general market PR industry. She has bachelor's degrees in both Journalism and Spanish -- from the University of Wisconsin -- and has lived in Mexico. She resides in Chicago with her loving husband and two children – an imaginative pre-schooler and an energetic toddler.