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Juan Carlos Dávila

Senior Director, U.S. Multicultural Marketing
Wm. William Wrigley, Jr. Company

Juan Carlos Dávila is Senior Director of U.S. Multicultural marketing for the William Wrigley Jr. Co., a subsidiary of Mars, a worldwide leader in confections. He leads all brand marketing programs and initiatives targeting Hispanic audiences. Since 2006, Wrigley launched integrated Spanish-language marketing campaigns for Eclipse®, Orbit® and 5® gums, demonstrating a commitment to reaching consumers beyond the general market.

Juan Carlos has more than 22 years of consumer packaged goods experience, leading major initiatives both in the United States and Latin America at major corporations, such as Procter & Gamble, Quaker Oats and Bristol-Myers Squibb. Prior to joining Wrigley, Juan Carlos was at the helm of his own company, International Artisan Foods and leading marketing and sales for Telscape Communications, a Hispanic-focused company providing telecommunications services in Southern California.

A native of Mexico City, Juan Carlos holds a bachelor's degree in Psychology from DePauw University and an MBA from the University of Chicago. He currently resides in Chicago.