

MULTICULTURAL MARKETING SUMMIT



Noel N. Hankin

Sr. VP Multicultural Relations
Moët Hennessy USA

Noel Hankin is a marketing professional with over 35 years experience at major advertising agencies and beverage companies managing some of the world's most successful brands. He currently serves as Sr. VP Multicultural Relations for Moët Hennessy USA where his leadership helped brands such as *Hennessy* and *Moët & Chandon* enjoy above average usage among multicultural consumers.

Hankin helped found the *Thurgood Marshall Scholarship Fund* in 1987, which has raised over \$60 million and provided scholarships for over 6,000 students.

President Clinton appointed Hankin to his Board of Advisors on Historically Black Colleges and Universities, where he provided counsel to the President for seven years. Hankin serves as Chairman of the New York Urban League.

Hankin helped found The Best of Friends, Inc., a business enterprise consisting of five nightclubs in NYC, 1970 – 1987 with net profits of over \$ 1 million annually.

Hankin has a Bachelors degree from Queens College and attended the Wharton School of Business at the University of Pennsylvania. Hankin was born in Kingston, Jamaica and lives in Manhattan with his wife of 35 years, Gwendolyn.