

M. Isabel Valdés

M. Isabel Valdés is a pioneer in Multi-Cultural marketing strategies for corporate America; She popularized the *In-Culture* marketing approach, an industry Gold Standard today - that capitalizes on the role of “culture” and “acculturation” – creating rich marketing platforms and business strategies to benefit from America’s new multi-cultural demographics - providing insights and marketing applications for sustainability and long-term growth.

For 15 years Ms. Valdés was the CEO of an award winning marketing research and consulting company that she founded, Hispanic Market Connections, Inc. (HMC.) In 1998 HMC, Inc. was acquired by Access Worldwide Communications Inc. (AWWC.) Ms. Valdes was a member of the team that took the company public and later became Chairwoman of the Cultural Access Group (CAG) through the companies’ transition and integration process.

Presently she heads IVC, a boutique marketing consulting firm. IVC provides insights and business management tools to build “*HeartShares In-Culture™*” and to “*Transform HeartShares into MarketShares™*” Her new book, “WIN the Hispanic Market; Strategies for Business Growth,” (*PMP, Ithaca, NY*) will be released in January 2012.

Since 2003 Ms. Valdés has been a member of PepsiCO/Frito-Lay’s Advisory Board, and heads its Human Sustainability Committee.

Also an active community member, she was a Trustee of NCLR, (The National Council of La Raza, Washington D.C.,) The National Hispana Leadership Institute, NHLI, (DC,) The Latino Community Foundation, San Francisco, The Tomas Rivera Policy Institute, (Los Angeles,) amongst others. Recently she joined the board of Trustees of JUMA Ventures in San Francisco.

Ms. Valdés has received numerous honors and awards, including being selected by *Fortune* Small Business as a “Woman Entrepreneur Star,”; “Business Woman of the Year” by the New York Hispanic Chambers of Commerce (1995,) and “21st Century Star of Multicultural Research” by *American Demographics* magazine in 2000. In 2003, the San Francisco Hispanic Chamber of Commerce, together with the San Francisco Business Journal and the University of San Francisco honored her with the “Visionary Award,” and in 2004, 2005 and 2006 she was selected as one of the Most Influential Latinos in the San Francisco Bay Area.

For almost a decade she was a lecturer for the Summer Executive Series and the Business School at Stanford University, her Alma Matter and has been invited to lecture at many business and communications schools through out America; She was a founding faculty member of the National Hispanic Corporate Council’s Institute (NHCCI) and co-founder of the Research Agenda for AHAA (Association of Hispanic Advertising Agencies,) and the ARF, (Advertising Research Foundation, NY.).

A popular guest speaker she is a frequent guest speaker at professional and academic organizations, as well as in C-Suites, trade organizations and forums, including TEDx and webinars.

Her extensive client list includes Fortune 100 and 1000, across business categories, including packaged goods, public utilities, communications, cellular and telephone services, internet, retail, beverages and food products, fast foods, B to B, financial services, insurance, health care and pharmaceuticals, travel, entertainment and media, automotive, travel and tourism, non-for-profits, government and community based organizations.

Ms. Valdés shares her time between San Francisco, (CA) and South America.
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