

M. Isabel Valdés

M. Isabel Valdés is a leader in cultural marketing, published author and public speaker.

She is recognized as the founder of the *In-culture* marketing approach. For more than 20 years, she has consulted with corporations in the U.S. and abroad. Presently she heads Isabel Valdés Consulting, *IVC* (www.isabelvaldes.com) a boutique marketing consulting firm, that advises corporations on a broad range of cultural and business-related issues.

Ms. Valdés is presently a member of PepsiCo/Frito-Lay's Latino Advisory Board, and the Advisory Board of Scholastic, Lee y Serás. She is also a member of the Advisory Board for Consumer Trends Forum International. In addition, Ms. Valdés is an active member in the Hispanic community as a Trustee of NCLR, (National Council of la Raza) Washington D.C., and the Latino Community Foundation, San Francisco.

She has received numerous honors and awards, including being selected by *Fortune* Small Business in 2001, as a "Woman Entrepreneur Star," and Business Woman of the Year by the New York Hispanic Chambers of Commerce in 1995. In March 2000, she was named by *American Demographics* magazine as the "21st Century Star of Multicultural Research" and recently, she has been honored three years in a row with the "Visionary Award" by the San Francisco Hispanic Chamber of Commerce, The San Francisco Business Times and the University of San Francisco.

Ms. Valdés is a frequent speaker at trade organizations and board-rooms in America and abroad. Her extensive client list includes Fortune 100 and well as 1000, in every business category, including packaged goods, financial services, entertainment and media, internet, B to B, communications, automotive, retail, fast foods restaurants, airlines, travel and tourism, health-care, non-profits and government.

She's the author of three books, *The Hispanic Market Handbook*, (1995) Gale Research Publishers, *Marketing to American Latinos, The In-culture Approach*, (Part 1, 2000 and Part 2, 2002, Paramount Market Publishing, Ithaca, N.Y.; Her fourth book, "*Hispanic Consumers for Life; A Fresh Look at Acculturation*" (Paramount Market Publishing, Ithaca, N.Y.) will be released in November 2007;

She earned an M.A. in Communications Research and an M.A. in Education from Stanford University. She also holds professional degrees Communications Arts and Advertising from two leading universities in South America.

Ms. Valdés lives in San Francisco, California most of the time, and South America. She is the proud mother of Gabriel and Clara Aranovich-Valdés .

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