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Aldo Quevedo, Principal and Creative Director of Richards/Lerma Inducted as New Chair of AHAA

McLean, VA, November 1, 2013 – At its quarterly board meeting in New York City, AHAA: The Voice of Hispanic Marketing announced its new executive committee, with **Aldo Quevedo, principal and creative director of Richards/Lerma**, assuming the chair position. Quevedo will work closely with the board of directors, AHAA's advisory board and Executive Director Horacio Gavilan to continue implementing advocacy and thought leadership strategies designed to increase corporate investment in Hispanic and multicultural marketing.

A native of Cuernavaca, Mexico, Quevedo has brought to Richards/Lerma his passion for great ideas and innovative solutions. In 2004, he was inducted into the American Advertising Federation's Hall of Achievement® – the prestigious industry award that recognizes advertising leaders age 40 and under – making him the first Mexican to receive the accolade. In 2010, he was honored with the ADCOLOR Industry Coalition's Legend Award, and he has been named Creative Director of the Year three times by Argentina-based *LatinSpots* magazine. A founding member and former president of Círculo Creativo in the U.S., Quevedo has been recognized internationally for his work, including being the first Mexican to win a Cannes Lion and the Grand Award at the New York Festivals.

"The last three years have shown enormous growth for AHAA – our most successful conference to date, our membership expansion to include all marketing disciplines, the establishment of our advisory board, and breaking research linking Hispanic investment to corporate revenue," said Quevedo. "I look forward to continuing this forward momentum and leading our board of directors in implementing our strategic plan."

Taking over from previous chair, Roberto Orci, CEO of Acento Advertising, Quevedo will embark on a two-year term alongside chair-elect **Linda Lane González**, president of VIVA Partnership, Inc.; treasurer **Gabriela Alcántara-Díaz**, cultural strategist/president, G ADMarketing Communications; and secretary **Carlos Santiago**, president & CEO, Santiago Solutions Group.

In addition, **Borja Perez, SVP of Digital Social Media for Telemundo Media**, is joining the board to support Quevedo and further AHAA objectives. Responsible for the evolution of the digital programming team from a website portal-focus into a content creation unit for multiple digital platforms, Perez looks for new ways to blend social activity into Telemundo Media's television programming across all genres, including novelas, news, sports and reality. Additionally, he is responsible for expanding the existing collaboration with Telemundo Studios to increase transmedia storytelling for the network's original primetime productions. Previously, Perez has served as the Yahoo! Telemundo Alliance Leader, responsible for growing the Yahoo! Telemundo virtual joint venture's target audience and revenue goals, and as the Director of U.S. Hispanic and International Business Development, AOL Inc. AOL Media Networks. He also has held posts at UOL Inc., The Bravo Group (Young & Rubicam), BBDO and Ericsson. Recognized by *Multichannel News* as one of the "Top 10 Social Media Mavens," Perez is co-chairman of

the IAB Multicultural Committee, a Board Member of the Spain-U.S. Chamber of Commerce, and an active member of the International Advertising Association.

For more information, please visit <http://ahaa.org> and follow AHAA on Facebook and Twitter at @ahaa.

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About AHAA: Headquartered in McLean, VA, AHAA: The Voice of Hispanic Marketing represents the best minds and resources dedicated to Hispanic-specialized marketing. Companies trying to reach and connect with Hispanic consumers turn to AHAA members for unmatched cultural expertise and knowledge. As the voice of the Hispanic marketing industry since its founding in 1996, AHAA demonstrates the value of targeting Hispanics, showcases the impact of using AHAA member agencies, and provides forums for the discussion and dialogue between brands and industry professionals.