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## AHAA Continues to Grow List of Prominent Speakers for 2013 Conference

**McLean, VA, April 8, 2013** – AHAA is pulling out all the stops for its 2013 Conference. With a strong agenda already jam-packed with C-suite leaders and industry experts, AHAA continues to add A-list speakers making this the marketing conference to attend.

Two prominent speakers will headline the conference’s CMO chat series: **Alfredo Rodriguez Diaz-Marta**, Vice President - Dish Latino at Dish Network and **Felix Palau**, Vice President of Marketing for Tecate and Indio at Heineken USA. These sessions reinforce that committing to Hispanic marketing has become an essential business decision at the corporate level and underscore the role that the Hispanic market plays in their overall business, beyond brand marketing and strategy.

In addition to bringing together the best talent in the industry, the AHAA 2013 Conference will feature compelling and controversial content that is sure to generate thought-provoking conversation:

- **Oscar Suris**, EVP of Corporate Communications for Wells Fargo will share his insights into the challenges and opportunities of keeping public perception in synch with corporate goals amid a flourish of new media vehicles in the session *“Public Relations in a Social Media Age.”*
- While *fútbol* remains #1 in Hispanic hearts and minds, it’s not the only game in town. **Kim Brink**, Vice President of Marketing for NASCAR, **Alvaro Saralegui**, Hispanic Initiatives for the NFL, and **Saskia Sorrosa**, Vice President of Marketing for the NBA, form part of an exclusive sports marketing panel that will provide insight as to the role Hispanic fans play in extending their brand as well as showcase their recent initiatives that have successfully grown their multicultural fan base.
- **Ken Muench**, SVP & Director of Strategic Planning for Draftfcb, and **Alex Lopez Negrete**, Founder and President of Lopez Negrete Communications will debate how traditional parameters are blurring into a world of new metrics and competencies, new players and alliances, new competition and new business models in *“Influencing the Debate: Blurring between Mainstream and Hispanic.”*

- TV journalist, blogger and fashionista **Liliana Vazquez**; American Idol singer **Stefano Langone**; and journalist and host/producer of the Huffington Post's streaming video network HuffPo Live **Alicia Menendez** are the keynote speakers for the session "*Identity & Influence in Music, Entertainment and Fashion.*" Moderated by multicultural expert **Rick Marroquin**, this session discusses how the Latino identity has impacted creativity, business, and having a successful career in the English-language mainstream.

These panelists join the following marquis headliners: WPP CEO **Sir Martin Sorrell**; Draftfcb CEO **Laurence Boschetto**; **Mark Tutssel**, Chief Creative Officer of Leo Burnett Worldwide; **Adam Ostrow**, Chief Strategy Officer of Mashable; San Antonio Mayor **Julian Castro**; and renowned author **Hanna Rosin**, among others. In addition, the conference features in-depth breakout sessions in account planning, digital, and creative.

"We want folks to walk away from our conference not only wanting to talk about these topics in the board room but also around the dinner table," said Linda Lane González, AHAA Conference Chair and president of viva partnership. "In order to showcase the enormous influence Latinos have in our country today, it has been our charge to provide the most powerful agenda with great topics and A-list presenters."

The AHAA 2013 Conference is presented by AHAA in partnership with FIAP (Festival Iberoamericano de Publicidad) and Círculo Creativo. To register for the conference, please visit <http://ahaa.org> and follow all conference chatter on Twitter using the hashtag #thinkahaa.

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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.

**About FIAP:** FIAP, Festival Iberoamericano de la Publicidad or Ibero-American Advertising Festival, was created in Argentina in 1969 to promote and integrate the marketing and communications industry throughout Spain, Portugal and Latin America, and, since 1993, the U.S. Hispanic market. Agencies from 23 countries and more than 8,000 advertisements compete for the prestigious Suns of Ibero-America in TV, Print, Radio, Production Techniques, Design and Promotions, Activations and Direct Marketing. The Festival has been held in Spain, Brazil, Uruguay, Colombia, and Costa Rica. From 1990 to 2011, the festival was held in Buenos Aires, Argentina, and in 2012, FIAP permanently moved its venue to Miami. Entries for FIAP 2013 edition are being accepted until March 30<sup>th</sup> 2013. For more information on FIAP and the many coveted advertising awards it has launched globally, please visit [www.fiapawards.com](http://www.fiapawards.com).

**About Círculo Creativo:** Círculo Creativo is a non-profit organization that represents creative directors, producers and ad planners of the Spanish-language advertising industry on a national

and international basis. The U.S. chapter, which was founded in 1999 in Miami, is devoted to raising the level of creative advertising in the Hispanic market and establishing archives of best-in-class Spanish-language advertising; educating and cultivating new talent; and providing leadership and open communication for its members. For more information about Círculo Creativo, please visit [www.circuloactivo.org](http://www.circuloactivo.org), and follow @circulousa on Twitter.