



the voice of hispanic marketing

Multiplatinum Recording Artist Prince Royce Adds Star Power to AHAA's Distinguished Roster for its Annual "Thinking Under the Influence" Conference

Fairfax, VA, March 17, 2014 – **AHAA: The Voice of Hispanic Marketing** announced that Dominican-American singer-songwriter **Prince Royce** will join a distinguished roster of newsmakers at **AHAA's 2014 "Thinking Under the Influence" Conference**, taking place at the Eden Roc Renaissance Hotel in Miami from April 28-30. Hosted by **Ruben Leyva, Senior Vice President, Business Development, Latin Region, Spain & Portugal at Sony Music**, this insightful interview explores the creative process with this fascinating young artist. Royce will share how his passion for music influenced his early years in the Bronx and propelled his career to claim his status as not just a heartthrob, but "the most successful breakout Latin act in recent years," according to *Billboard Magazine*.

Prince Royce is a three time Latin Grammy nominee and has won 16 Latin Billboard Awards, 16 Premio Lo Nuestro awards and 17 Premios Juventud. His accolades also include Composer of the Year Award at the 2012 Latin Billboard Awards, becoming the youngest person in the history of the awards to receive the honor, and 2013 BMI Latin Songwriter of the Year. With his recent 16 Billboard nominations, Royce will participate at AHAA's Conference fresh off his performance – and anticipated wins! – at the 2014 Billboard Latin Music Awards on April 24th in Miami.

The twenty-four year old has recorded hit songs with superstars Maná, Daddy Yankee, Selena Gomez and Thalía, toured the US with Enrique Iglesias and Pitbull. He was the winning coach in the debut season of the top-rated US Latin TV show *La Voz Kids* and is currently a coach in season two of the hit show. His latest album *Soy El Mismo* debuted at #1 in October and is now certified Platinum according to the RIAA. Its first single, "Darte Un Beso," was the #1 song in the country for 14 weeks according to Billboard's "Hot Latin Songs" chart, joining a long list of #1 hits including "Stand By Me," "Corazón Sin Cara," "Las Cosas Pequeñas, and "Te Me Vas." He is currently recording his first album in English, set to be released this fall.

Royce joins an A-list lineup of marketing industry elite: Award-winning filmmaker **Robert Rodriguez; Rui Porto**, CMO, Havaianas; **James Ortiz**, CMO, U.S. Army; **Jamie Moldafsky**, CMO, Wells Fargo; **Olivier François**, global CMO, Chrysler; **Jane Gould**, SVP, Consumer Insights, Nickelodeon Group; former global telecommunications executive **Sol Trujillo**, founder of Latino Donor Collaborative (LDC); **Nico Pimentel**, co-founder and innovation director, +Castro; **Papon Ricciarelli**, CEO of DON; best-selling author **Jonah Berger**; **Christian Martinez**, head of sales of U.S. Hispanic at Facebook; **Juanjo Duran**, head of Hispanic content, YouTube; **Mark Lopez**, head of U.S. Hispanic sales, Google; **Borja Perez**, SVP Digital Media & Social Media, NBCUniversal/Telemundo; and **Nuria Santamaria**, Multicultural Strategy, Twitter.

To register for the conference, please visit <http://ahaa.org> – early bird rates apply through March 21st. Follow all conference chatter on Facebook, LinkedIn and Twitter using the hashtag #thinkahaa.

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About AHAA:

Founded in 1996, AHAA: The Voice of Hispanic Marketing is the national trade organization of all marketing, communications and media firms with trusted Hispanic expertise.

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