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Alain Groenendaal appointed to AHAA Board of Directors

McLean, VA, November 26, 2012 -- AHAA—The Voice of Hispanic Marketing is pleased to announce the appointment of Alain Groenendaal to its Board of Directors. Groenendaal was recently named President and CEO of GREY Latin America after three successful years at the helm of WPP’s multicultural agency Wing, where he continues to oversee day-to-day operations.

Roberto Orcí, Chair of AHAA says, “Alain Groenendaal is a great addition to our AHAA Board. He brings his many years of expertise and vision to our organization at a time when Hispanic advertising and public relations are making new and exciting inroads.”

Alain will finish the term of resigning board member, Jorge Plasencia ending in 2014 Continuing to serve on the Board of Directors alongside AHAA Chair and CEO of Acento Advertising Roberto Orci and executive director Horacio Gavilan are Gabriela Alcántara-Díaz, Cultural Strategist for G ADMarketing Communications, Ingrid Otero-Smart, President and CEO of Casanova Pendrill, Linda Lane Gonzalez, President of ViVA Partnership, Inc., Esther Novak, Founder and CEO of Vanguard Communications, Aldo Quevedo, CEO of Dieste, Carlos Santiago, President and CEO of Santiago ROI, Al Aguilar, President and Co-Founder of Creative Civilization, Danielle Gonzales, EVP and Managing Director of Tapestry, Rosanna Fiske, Executive VP and Chief Strategy Officer of República, Roberto Ruiz, Senior Vice President, Brand Solutions, Univision and Nancy Tellet, Senior Vice President, Research & Consumer Insights, Tr3s: MTV, Musica y Más.

Half French, half Dutch, Alain was born in New York, raised in Canada, married to a Puerto Rican and is a lover of Latin culture. This unique combination gives Alain the vision to understand consumers around the world, the ability to speak four languages and the curiosity about the culture, brands and trends that inspire the people around us. Educated at Duke University’s Fuqua School of Business, Universidad de Puerto Rico, Universidad de Santiago de Chile and the College Jean de Brebeuf. Alain has worked as an advertising and marketing professional on U.S., Latin America and global projects.

Alain’s previous work includes holding the position the General Manager of La Comunidad and he spent two decades at Leo Burnett where he rose to senior VP-Regional Account Director, Latin America. He has worked in the U.S., Brazil, Chile, Puerto Rico and globally with brands like McDonald’s, Diageo, DIRECTV, Citibank, Shell, Gatorade, Eli Lilly, Walt Disney, Procter & Gamble and Visa to name just a few.

“For more than a decade, AHAA has been an invaluable resource for the Hispanic marketing community, and I’m very proud to be joining its Board,” Groenendaal said. “With the growing Latino

population and the increasing power of Latino influence on all cultures, there's never been a more exciting time to be in this space.

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About AHAA: Founded in 1996 and headquartered in McLean, VA, the Association of Hispanic Advertising Agencies (AHAA) is the national organization of Hispanic-owned and-managed firms united to promote the growth and strength of the Hispanic marketing and advertising industry to the private and public sectors. AHAA is raising awareness of the value of the Hispanic market's many opportunities while enhancing the professionalism of the industry. AHAA agencies lead the industry with collective capitalized billings exceeding \$5 billion - more than 90 percent of the entire U.S. Hispanic advertising industry. Only AHAA agencies have the blend of cultural understanding, market knowledge, proven experience and professional resources that make them uniquely qualified to communicate with Hispanic consumers. These capabilities and skills offer the potential for Hispanic market success that's available nowhere else.

For more information on the AHAA, please visit <http://ahaa.org>.