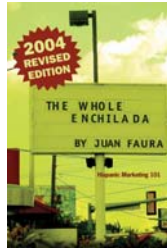


# Innovations in **HISPANIC MARKETING** Conference



## **JUAN FAURA**

President- Cultura

Author- *The Whole Enchilada: Hispanic Marketing 101*

Juan Faura, President and CEO, founded CULTURA LP in 1999. While many in the industry felt that the market could not support another Hispanic advertising agency, Juan knew there was a niche for a forward thinking group who could make a distinct change in the establishment. Within two years, Cultura was one of the fastest growing Hispanic agencies in the country. Now in 2004 Cultura is an established medium sized agency on the verge of another expansion and its leader shows no signs of slowing down.

Juan has over 15 years experience in advertising, marketing and research, and is a published expert on the Hispanic Market. His credentials include positions as the Director of Global Strategy and Director of Research in Market Development for Cheskin Research. Juan has also worked as a consultant on Hispanic marketing to Ford, M&M Mars, Zubi Advertising, J&J, Hormel, Pepsi, Frito-Lay, Labatt's (Tecate) and Disney.

His experience spans a wide spectrum of products and categories and his insights for the U.S. Hispanic market are unique. The agency's refusal to conform to "conventional" wisdom when speaking to Hispanics is in large part the product of Juan's passion for relevance, derived from personal experiences. The insights he has developed and continues to refine in this evolving marketplace will shape the future of Hispanic marketing.

Juan's most recent accomplishment is a book he has written, "The Whole Enchilada." This book teaches the mainstream market how to reach Hispanics. The stories, anecdotes and fly-on-the-wall perspectives are not something he's read in a book, but are true experiences from his own life and from his countless ethnographic studies which he's performed in the "trenches."

The countless hours of research and focus groups Juan has done with regards to teens and young adults for Pepsi, M&M Mars, Frito-Lay and Ford make him well suited to work on the Army account. His unique insight and one-on-one interviews with this demographic make him an expert in targeting this market.