



Vincent Andoloro
President, CEO, Founder
Latin-Pak

Vincent Andoloro founded Latin-Pak in 1996 and the Credit Financial Group in 1993. Vince has over 25 years experience in direct marketing. He has established direct marketing campaigns for Merv Griffin's "Wheel of Fortune", AT&T, Bank of America, Disney, and many other Fortune 100 companies as well as advertising agencies across the United States and in Mexico. In addition to his direct marketing experience, Vince has represented Mexican, Spanish, Canadian and German manufacturers in the United States.

Vince holds a B.A. in Broadcast Marketing from Montclair State University, NJ.

MONDAY, August 9, 1:45 p.m.
Direct Mail Panel – Concurrent Session 4A
Targeting Latino Shoppers with a Measurable ROI

