



Graciela Eleta
Senior Vice President, Brand Solutions
Univision Communications Inc.

Graciela Eleta is senior vice president for Brand Solutions in the Client Development Group at Univision Communications Inc., the leading Spanish-language media company in the United States. She joined Univision in early 2008 to lead a newly-created consulting practice, whose aim is to help marketers recognize the power of Hispanic consumers in driving their U.S. sales.

Graciela and her team work with clients to develop the business case for targeting Hispanics and developing a roadmap to engage their target consumer. They assist brands in unearthing consumer insights, analyzing category trends, assessing the competitive landscape, benchmarking industry best practices as well as driving creative relevance and consistency of media support. Critical to her approach is the concept of marketing to Hispanics as a strategic growth imperative, and the ensuing integration of Hispanic marketing into a brand's annual "total market" planning process.

Graciela worked at Procter & Gamble for 21 years, most recently as vice president for Multicultural Business Development. In that capacity, she was responsible for developing marketing and retail strategies to win with Hispanic and African American consumers. Under her direction, P&G's multicultural division was widely recognized as an industry leader. Graciela previously served as general manager for P&G's Puerto Rico subsidiary, where she successfully launched brands such as Pantene, Olay and Swiffer.

Among her professional accolades, Graciela was honored as one of *Advertising Ages'* 2009 Women to Watch. She was recognized by *Hispanic Business Magazine* among the Top 25 Elite Women of the Year in 2004 and received the 2000 Top Management Award and the Executive of the Year- *Sales & Marketing Association* award. She has been prominently featured in several articles focused on Hispanic consumers, including *Time* magazine's "Diapers for Fatima" (February 2005) and *Business Week's* "Hispanic Nation." In December 2006, she was featured in a cover story in *The Advertiser*, the official magazine of the Association of National Advertisers, as "Procter & Gamble's shining star of Hispanic marketing." Since 2010, Graciela has served as a member of the Clorox Hispanic Advisory Council.

Graciela earned a Bachelor of Arts degree in Economics, magna cum laude, from Wellesley College and an MBA from Boston College. She is married, has two children and loves to read and travel.

Co-Emcee

