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**Roger Garcia**  
*Hispanic Brand Manager*  
**Coors Family of Brands**

**Roger Garcia** is Hispanic Brand Manager for Coors Family of Brands. He has spent 4 years marketing beer brands such as Keystone Light, Extra Gold & Coors Banquet to the General Market. Since 2009 Roger has been leading the marketing efforts targeting the Latino consumer; developing integrated 360° campaigns supporting Innovations, Sports Alliances and Coors Light Equity to drive accelerated business growth.

Roger started his marketing career at Colgate-Palmolive in the Global Marketing Development program.

Roger attended City University of New York and University of North Carolina Chapel Hill. He earned his Bachelors in Business Administration 1994, and MBA 2003.

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

