



## **Armando L. Martin** *Partner* **XL Edge**

**Armando Martin** is a prominent industry advocate and speaker helping clients discover the *profit magic of multicultural marketing*.

Armando's career began in the 1970s in broadcast sales, which lead to account management and media buying for a general market boutique award-winning advertising agency. During his tenure Armando planned and bought all 214 Nielsen rated spot markets and cable for his clients through the country's largest media service, Western Media (Initiative Media/IPG). He was Initiative's youngest senior vice president and managing director.

At Franklin Covey (a global leadership training company) Armando was vice president/director general, based in Monterrey, Mexico, Puerto Rico and throughout Latin America having trained over 15,000 executives from multi-national companies in leadership, productivity and team building and opening retail locations throughout Mexico.

He's enjoyed assignments at some of the most robust and active multicultural accounts in the industry as client and agency partner. As a senior vice president/general manager, Armando was responsible for Western Union's Mexico Money Transfer division, a \$2 billion business unit with over seven million annual transactions and 35,000-agent network in the U.S. and Mexico. Armando honed his skills while serving as consultant as well as EVP for Hispanic Initiatives at multicultural giant GlobalHue supervising all Hispanic programs.

As an innovator, Armando was co-founder of Alturas Communications, where the start up enterprise strengthened Kmart's ethnic stores through branded publications. His brand management experience isn't limited to just supervising a client's brand; Armando is co-creator/co-owner of his own brand: an urban apparel line called Gear 7, which was distributed throughout the entire Kmart chain.

At SuperValu, Armando was responsible for all multicultural communication at the corporate level and divisional banners. As a partner at the retail communication's shop XL Edge Armando enjoys the freedom to help clients accelerate their multicultural franchises. He's also a collaborator with *Progressive Grocer* magazine to further the awareness of the multi-billion dollar opportunity that the ethnic market represents in America.

Much of Armando's inspiration has come from his own life experiences and a desire to share a belief of inclusiveness and mutual respect. Innovator, marketer, brand manager or general manager, Armando likes being known as friend and teacher.

**Co-Emcee**

