



**Miriam Muléy**  
*VP of Strategic Planning and Client Services*  
the vox collective

**Miriam Muléy** is on a mission to raise the awareness in corporate America of the staggering business opportunity represented by women and multicultural audiences. She is author of *The 85% Niche: The Power of Women of All Colors—Latina, Black, and Asian* and is VP of Strategic Planning and Client Services at the vox collective. As a woman of Puerto Rican ancestry with an MBA from Columbia University’s Graduate School of Business, her 25 years of P&L experience at premiere Fortune 500 companies, such as Avon and General Motors give her the advantage in marketing. Miriam most recently served as Executive Director, Diversity Growth Markets at General Motors Corporation. Miriam is a member of the prestigious “women’s think tank”—*NBC Universal Women Advisory Board*—and of the *National Board of Directors for NAWBO* (National Association of Women Business Owners).

**MONDAY, August 9, 1:45 p.m.**  
**Entertainment & Culture Track – Concurrent Session 2A**  
*Cross-Over Appeal: The “Latinization of Style”*

