



César M. Melgoza
Founder & CEO
Geoscape

César M. Melgoza is a leading innovator and thought-leader in business strategy, cultural insights and the development of marketing systems and analytics. Having worked at two Silicon Valley firms — Apple and Strategic Mapping — César founded Geoscape to deepen insights and analytics in an increasingly diverse American and international marketplace. Significant growth at Geoscape led to an investment partnership with Goldman Sachs in 2007 who along with César owns Geoscape. César also is Chairman of Geoscape Europe BV based in Amsterdam, the initial investor and board member of EcoNET Ventures/Latinum Networks, a board member of Florida State University's *Center for Hispanic Marketing Communication* and a member of the prestigious *New America Alliance*.

MONDAY, August 9, 11:00 a.m.

General Session 3

Why In-Culture Marketing Is Critical to the Long-Term Success of Any American Enterprise

