



**Irene Sibaja**  
*Sr. Director of Hispanic Marketing*  
**7-Eleven Inc.**

**Irene Sibaja** is Sr. Director of Hispanic Marketing at 7-Eleven Inc.

In this role, she leads the creation, development and management of integrated Hispanic marketing programs for the company. During the last 18 months, Irene has identified the key characteristics and shopping behaviors made product recommendations, and developed brand positioning and marketing campaigns accordingly. Additionally, she developed and implemented a comprehensive market plan to leverage assortment through improved store environment and customer communication.

Irene began her career at 7-Eleven in 2001 as Special Assistant to the Office of the President. Since then she has had a variety of different roles, including almost three years as a Market Manager in Southern Colorado and two years on 7-Eleven's Retailer Initiative Team, whose focus is to ensure that the company builds systems that support simplified execution of the company's Retailer Initiative strategy. At the end of 2008, Irene joined the Marketing team to begin 7-Eleven's first dedicated foray into Hispanic Marketing.

Prior to joining 7-Eleven Irene was an associate at Booz Allen in Dallas. She graduated magna cum laude from Rice University and received her MBA from the Harvard Business School.

Commitment to family and community are also important to Irene. She currently resides in Dallas with her husband and two children.

**SUNDAY, August 8, 5:30 p.m.**

**General Session 1**

*Retailer Panel: Serving Blue-Collar & Budget-Conscious  
Latino Shoppers*

