



Nannette Rodríguez

*Director of Hispanic Marketing, Senior Marketing & Public Relations
Strategist*

Innova Ideas & Services, A Sigler Company

Nannette Rodríguez founded VIVAMEDIA in 1996 as Iowa's first Hispanic, full-service advertising agency, providing Hispanic marketing strategy solutions, campaign adaptation, language and consulting services.

In 2008, Sigler Companies acquired VIVAMEDIA, establishing it as a division of Innova Ideas & Services where Nannette serves as Director of Hispanic Marketing. Nannette's recent work includes the mapping and creative direction for a visualization of the Hispanic social networking universe.

Nannette is a native of San Juan, Puerto Rico. She holds a Bachelor of Arts in Advertising (Bradley University) and a Master of Arts in Integrated Corporate Communication (Drake University).

MONDAY, August 9, 1:45 p.m.
New Media Track – Concurrent Session 1A
Hispanic Social Networks: Welcome to Web 3.5 – BEGINNER

