



**Ray Garza**  
*President and CEO*  
The Hispanic Agency

**Ray Garza** is one of the top pioneers of Hispanic marketing. With over 30 years of professional experience in strategic marketing, creative direction, media, public relations, retail sales and promotions, Ray continues to be a trail blazer in the ever-changing world of traditional and new/social media; specifically media that targets today's Spanish-speaking and Bilingual/English-speaking Hispanic consumers.

Throughout his tenure, Ray has successfully represented and/or serviced numerous Fortune 500 Corporations, has been on numerous Hispanic Boards, has worked with Presidents of Nations, has produced some of the world's largest internationally televised sports, music and cultural events and has represented some of the globe's greatest Hispanic sports and music celebrities.

In addition to being the Founder of The Hispanic Agency, Ray is also a winner of numerous national advertising awards for his creative and service; and has personally received the keys to numerous Cities for his commitment and dedication in helping many Hispanic communities benefit from his company's marketing and public relations endeavors.

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For more information on Ray Garza, please go to: [info@HispanicAgency.com](mailto:info@HispanicAgency.com); or visit his agency's website at [www.HispanicAgency.com](http://www.HispanicAgency.com). For a brief preview of Ray Garza's personal and business journey, log on to: [www.RayGarza.com](http://www.RayGarza.com).

**MONDAY, August 9, 4:15 p.m.**  
**New Media Track – Concurrent Session 1C**  
*Beyond Hispanic 101: Reaching the 18-24 Latino Demographic Via  
New Media -- ADVANCED*

