



**Roberto Ruiz**  
*VP Brand Solutions*  
**Univision Communications Inc.**

**Roberto Ruiz** is a Hispanic Marketing expert, with over 18 years of experience in senior management positions at client, agency and media. Roberto combines classic marketing training from package goods marketers such as Pillsbury and Gillette, with an engineering background and an MBA. This combination is the base for a solid right brain-left brain balance that lends to great creative thinking based on solid strategy and analysis. Throughout his career Roberto has worked on several industries including financial services, interactive, advertising, consulting, startups and packaged goods.

As a VP in the Brand solutions team at Univision, Roberto leads a team of marketers whose goal is to help marketers capitalize on the US Hispanic consumer as a source of growth. The Brand Solutions team works on all aspects of marketing, from research to consumer insights to building the business case for Hispanic marketers.

Roberto's career in marketing and advertising started in Venezuela, where he received his classic marketing training working in the consumer packaged goods sector at Pillsbury, Gillette, and Mavesa. A bug for the creative took him to lead the strategic planning group at one of the top ad agencies in the country where he also fell in love with the international marketing side of the business.

In 1993 he moved to the US to work on his MBA and started a career at MCI where he held management positions in direct response, telemarketing and international marketing; targeting Hispanic consumers in the US and Latin America. After MCI, Roberto held the senior marketing position at MoneyGram, where he led the Mexico and Latin America money transfer business.

In 1998 he joined Prodigy Internet and led the team that launched the first fully bilingual Internet Service Provider targeting Hispanics in the US.

In 2000 he became a founding partner at The Vidal Partnership, a Hispanic advertising agency in New York. He was one of four partners that took the business from a mid-size

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**MONDAY, August 9, 4:15 p.m.**  
**Consumer Insights Track – Concurrent Session 3C**  
*Leveraging In-Market Testing to Make Smarter Choices & Ensure Greater ROI*



agency to a powerhouse recognized twice by Ad Age as agency of the year. At Vidal, Roberto worked on accounts such as DirecTV, Century21 Real Estate, MasterCard, Diageo, and Cingular Wireless.

In 2004 Roberto left Vidal Partnership to start Consumer Contacts, a boutique consulting firm specializing in Hispanic marketing.

Roberto is actively engaged in speaking at trade conferences, including the Association of American advertising Agencies, The Direct Marketing Association, the SRS Multicultural Marketing conference, and others. Roberto also collaborated with author Chiqui Cartagena in writing *Hispanic Boom: A guide for Hispanic Marketers* .

Roberto lives in Leonia, NJ, is married to Mercedes and they have two kids. He is an avid golfer, a pilot and an aviation fanatic.