



ISABEL VALDÉS, PRINCIPAL LONG BIO

Early in her career, Isabel Valdés identified ‘culture’ as a powerful behavioral variable to address today’s growing multicultural domestic and global marketplace.

As a graduate student at Stanford University’s Institute for Communications Research in the 1980s, Isabel participated in studies with the growing Mexican population in California, which was seminal to her understanding and thinking about the U.S. Hispanic population.

Coupled with her previous experience in advertising, the Stanford research findings solidified her belief (hypothesis) that cultural traits and culturally-determined behaviors are highly relevant in the purchase and decision making process of consumers, which could vary significantly between cultures.

Isabel had already experimented with the role of consumers and culture in marketing communications as a component of behavioral change before coming to the United States. As part of her academic studies in Chile and Argentina, where she studied communications, social psychology, and statistics, she created and executed national health education campaigns for the Ministry of Health. One of these campaigns won the international Public Health Award with PAHO (an international Public Health Organization) in Buenos Aires in 1975 as a pioneer in the usage of advertising strategies and techniques in the healthcare field.

She also won both German (Friedrich Ebert Stiftung) and American (Ford Foundation and Fulbright) grants to continue her studies in this line of work. Before her arrival to Stanford University, Isabel had already taken the first steps in developing what later became – the In-Culture Marketing[®] methodology.

Her main focus as a graduate student was to understand cultural traits as it applied to behavioral change utilizing mass media. Later, as the founder and CEO of Hispanic Market Connections, Inc., an award winning marketing research and consulting firm, she conducted large scale studies that provided the base for consumer insights regarding the acculturation process and its impact in the marketplace.

The development of In-Culture Marketing[®], a rather simple methodology that has become the gold standard in businesses today, had its roots in decades of research, testing, and analysis.

Presently, In-Culture Marketing[®] is applied across many corporate functions—marketing and business strategy, metrics and analytics, innovation, advertising communications, consumer research and insights, retailing and management.

For more than 25-years, Isabel has been invited to consult for Fortune 100 and 1000 companies in the U.S. and abroad, and consults with governments and non-profit organizations on a broad range of issues from strategic analysis for business growth, business plan development, innovation and cultural consumer segments, marketing communications, and research.

Isabel published her first book, *The Hispanic Market Handbook* in 1992, and has been the best-selling Hispanic marketing author. She has published five marketing books since then, *WIN! The Hispanic*

Market: Strategies for Business Growth, in 2012. In addition, she is a frequent public speaker and lecturer, contributing her expertise to Hispanic marketing – from boardrooms and the C-suite, to advisory boards and academic institutions.

Presently, she offers her consulting services and heads Isabel Valdés Consulting (IVC), advising organizations and corporations on In-Culture Marketing[®]. Present and past clients include consumer packaged goods, financial services, food and beverage, telecommunications, retailers, automotive, retail, media and Internet, health-care, pharmaceuticals, entertainment, travel, and many others.

For the past ten years, Isabel has been a member of PepsiCo/Frito-Lay's Latino Advisory Board, and was in the Advisory Board of Cricket Communications. She is also a member of the board of JUMA Ventures, and heads its Marketing Committee. Recently, she was invited to join the prestigious Board of Governors of the San Francisco Symphony.

Isabel is also an active leader in the Hispanic community. She served two terms as a Trustee of the National Council of la Raza (NCLR) in Washington D.C., The Tomas Rivera Policy Institute in Los Angeles, and the Latino Community Foundation (LCF) in San Francisco, among others.

In the international arena, Isabel is presently a member of the Board of Directors of the Chile California Council, a bi-national governmental organization, and heads its Technology Committee, where she proposed and led the Marine Education and Research Program for Chile.

She has received numerous honors and awards, including being selected by Fortune Small Business in 2001 as Woman Entrepreneur Star, and Business Woman of the Year by the New York Hispanic Chamber of Commerce in 1995. In March 2000, she was named by American Demographics as the 21'st Century Star of Multicultural Research, and was honored three-years in a row with the Visionary Award by the San Francisco Hispanic Chamber of Commerce, the San Francisco Business Times, and the University of San Francisco.

IVC - In-Culture Marketing Consulting - Transforming HeartShares into MarketShares™

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