



## COMPANY PROFILE

Isabel Valdés Consulting (*IVC*) is a leading consultancy that provides strategic business development services to Fortune 100 and 1000, as well as non-profit organizations seeking to successfully target the U.S. cultural markets.

*IVC* brings over 25-years of hands-on Hispanic consumer and business insights to successfully target the fast changing and acculturating Hispanic market with sound financial goals and viability.

Its principal and founder, Isabel Valdés, pioneered *In-culture marketing*, a gold standard in marketing to the U.S. Hispanic population, based on creating culturally relevant strategies that address the on-going acculturation and demographic shifts of this growing population segment.

*IVC's* strategic POVs and analyses incorporate extensive insights and experience across consumer product and service categories as well as media, retailing and advertising.

*IVC* offers a unique vision to solve challenges thinking out-of-the-box with senior executive contacts, and capacity to elicit extraordinary strategic alliances translating the clients' vision into reality with superior ROI potential.

*IVC* has access to a wide network of top marketing professionals and resources to bring on-board when required by a consultancy. We will ascertain your marketing needs, resources and consumer data available and present a proposal to address your business plans to your needs with deeper resources to be engaged if and when necessary.

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

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## ISABEL VALDÉS, PRINCIPAL

Isabel Valdés is the nation's leading multi-cultural marketing expert, consultant, published author and public speaker. She is recognized for developing the *In-culture marketing* approach.

For more than 25-years, she has consulted with Fortune 100 and 1000 in the U.S. and abroad. Presently she heads Isabel Valdés Consulting, *IVC* ([www.isabelvaldes.com](http://www.isabelvaldes.com)) a marketing consulting firm that advises corporations on a broad range of business-related issues. Clients include consumer products, beverages, telecommunications, retailers, automotive, media and Internet, health-care, pharmaceuticals, entertainment, travel, and many more.

Presently, Ms. Valdés is a member of PepsiCo/Frito-Lay's Latino Advisory Board, and the Advisory Board of Cricket Communications. She is also a member of the Advisory Board for In addition, Ms. Valdés is an active member in the Hispanic community; she served two terms as a Trustee of NCLR, (National Council of la Raza) Washington D.C., and the Latino Community Foundation, San Francisco.

She has received numerous honors and awards, including being selected by *Fortune* Small Business in 2001, as a "Woman Entrepreneur Star," and Business Woman of the Year by the New York Hispanic Chambers of Commerce in 1995. In March 2000, she was named by *American Demographics* magazine as the "21<sup>st</sup> Century Star of Multicultural Research" and she 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.

Ms. Valdés is a frequent speaker at trade organizations and boardrooms in America and abroad. Her extensive client list includes Fortune 100 and well as 1000 in every business category.

She is a best-selling author in Hispanic marketing. She earned two graduate degrees from Stanford University, and also holds professional degrees in Communications and Communications Arts and Advertising from two leading universities in South America.

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