



# AGENDA

## APRIL 26

6:00 pm - 7:30 pm

### WELCOME RECEPTION

Sponsored by **Nielsen**

## APRIL 27

8:30 am - 9:00 am

### BREAKFAST

Sponsored by **SBS**

9:00 am - 9:10 am

### OPENING/WELCOME REMARKS

Welcome by HMC Chair

**Isabella Sanchez** Vice President of Media Integration, Zubi

9:10 am - 9:40 am

### OPENING KEYNOTE SPEAKER

**Angela Zepeda** CMO, Hyundai

9:40 am - 10:15 am

### UNLEASHING THE POWER OF HISPANIC INFLUENCER MARKETING

**Sara Mora** Influencer, Activist and Digital Storyteller

**Giovanna "Gigi" Gonzalez** TikTok Influencer, Financial Educator and Author

**Jonathan "PaqJonathan" Chavez** Latinx Content Creator & Digital Disruptor

Moderated by

**Laura Guerrero** Director of Content & Influencer Marketing, Amplification, Sensis

Sponsored by **Nuestro Stories**

10:15 am - 10:35 am

### COFFEE BREAK

Sponsored by **Canela Media**

10:35 am - 11:15 am

### THE EVOLUTION OF VIDEO CONSUMPTION

**Ameneh Atai** General Manager, Audience Measurement, Nielsen

**Reny Díaz** VP, Audience Strategy & Content Development for Hispanic Streaming Group, NBCU Telemundo Enterprises

**Oswald Méndez** CMO, Canela Media

**Jake Piasecki** U.S. Head of Verticals for CPG, Health & Wellness, and Telco, Roku

Moderated by

**Savannah Sellers** anchor of Morning News NOW and co-host of Stay Tuned for NBC News

11:15 am - 11:45 am

### VIEW FROM THE TOP: IN CONVERSATION WITH TELEVISAUNIVISION CEO WADE DAVIS

**Wade Davis** CEO, TelevisaUnivision

**Michael Kassan** Chairman & CEO, MediaLink

Sponsored by **TelevisaUnivision**

11:45 am - 12:25 pm

### HISPANIC CREATIVITY BEYOND CASTING: LISTENING TO THE VOICES & REFLECTING THEIR STORIES

**Diego Andrade** SVP Executive Creative Director, Orci

**Flor Leibaschoff** Founder/Chief Creative Officer, BeautifulBeast

**Javier Osorio** Group Creative Director, Fluent360

Moderated by

**Luis Miguel Messiah** Founder & Chairman, alma

12:25 pm - 12:35 pm

### HALL OF FAME PRESENTATION

12:35 pm - 1:30 pm

### LUNCH

Sponsored by **TikTok Business**

1:30 pm - 2:05 pm

### HMC MARKETER OF THE YEAR: MOLSON COORS

**Sofia Colucci** Chief Marketing Officer, Molson Coors

Moderated by

**Isabella Sanchez** HMC Chair and Vice President of Media Integration, Zubi

Sponsored by **Estrella Media**

2:05 pm -2:35 pm

### NAVIGATING THE HISPANIC HEALTHCARE MARKET: BEST PRACTICES AND STRATEGIES FOR SUCCESS

**Beatriz E. Rojas** Executive Director of Advertising, Kaiser Permanente

**Nydia Sahagun** Head of Brand and Acquisition Marketing, Primary Care Organization, Humana

Moderated by

**Jose Villa** President & Chief Strategy Officer, Sensis

2:35 pm - 2:55 pm

### COFFEE BREAK

Sponsored by **Sabio**

2:55 pm - 3:25 pm

### CMO CHAT WITH CIRCLE K'S GLOBAL VP OF MARKETING

**Margaret Barron** Global Vice President of Marketing, Circle K

**Gonzalo del Fa** President, GroupM Multicultural

Sponsored by **Techint Labs**

3:25 pm - 3:55 pm

### THE SUPERIOR STRENGTH OF HISPANIC MARKETING THROUGH CULTURAL AUTHENTICITY

**Carlos Santiago** President & Chief Strategist, Santiago Solutions Group; Co-Founder, AIMM

**Lisette Arsuaga** Co-President, DMI Consulting & Co-Founder, AIMM

3:55 pm - 4:35 pm

### HMC STRATEGIC EXCELLENCE AWARDS: GOLD CASE STUDIES

**Pablo Buffagni** President, Creative Director, BBQ Agency and Director of Circulo Creativo USA

**Alice Ovadia** Vice President of Media Strategy, TRUth

**Nuria Santamaria Wolfe** Director, Strategic Audience Partnerships, Meta

**Amilynn Soto** Industry Business Solutions – Strategist, Leading eCommerce, TikTok

Moderated by

**Victor Paredes** Executive Director, Multicultural Strategy, Collage Group

Sponsored by **Admetricks**

4:35 pm - 5:05 pm

### CHAT WITH STATE FARM

**Susan Beige** Marketing Director, State Farm

**Baldwin Cunningham** Director of Media and Partnerships, State Farm

Moderated by

**Jessica Ricaurte** Chief Revenue Officer, Adsmovil

Sponsored by **Adsmovil**

5:05 pm - 5:25 pm

### LATINOS: THE DRIVING FORCE OF THE AMERICAN ECONOMY

**Ana Valdez** President & Chief Executive Officer, Latino Donor Collaborative

5:25 p.m. - 5:30 p.m.

### CLOSING REMARKS