

the
internationalist
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newsbreak
from the blackberry of deborah malone



Top Photo: 1. Elisabetta Bell of Catepillar and Roberto Ricossa of Avaya (center) are both members of the LATIN AMERICAN 100. They are shown here with their spouses.

Side Photos from Top to Bottom: 1. Luis Miguel Messianu, Alma (Dinner Speaker) and Julian Porras, Omnicom Media Group; 2. Valeria Prado, UPS and Ana Herrera, Discovery Networks; 3. Maria Carrasquillo, Jarden Consumer Solutions; 4. Martha Krawczyk de Sedas, Visa International and Juan Carlos Sanchez, Sony Entertainment; 5. Lori Folts, DHL Express and Amele Ferro, Publicitas/Charney Palacios; 6. Amariyls Rivera and Raul Rego- both Samsung; 7. José Ruiz, Oracle and Lissa Leader, BBC World News; 8. Carol Henderson, GGP and Anne Goodman, BBC; 9. David Preciado, Hertz; 10. Gladys Gutierrez, Western Digital; 11. Egidia Contreras, Enterprise Holdings; 12. Juan Carlos Sanchez, Sony Entertainment and Raquel Solorzano, Diageo.

The Internationalist Announces The Latin American 100

To acknowledge the region's best talent and inspire others to recognize Latin America's marketing potential and growing sophistication, **The Internationalist** has named 100 marketing leaders who are shaping our industry for tomorrow. Their roles focus largely on South America, Central America, Mexico and The Caribbean, yet the **LATIN AMERICAN 100** are marketers who think differently, create great work, use innovative media ideas and generate strong results.

These individuals represent a vast array of job titles, companies, product categories, and organizations. Regardless of such differences, they share a passion for their region, a devotion to excellence, and a belief in furthering marketing standards and best practices as their sector of the world experiences accelerating growth. Many are calling for the establishment of a shared "Center of Excellence" that facilitates discussions on branding within the region.

Members of the **LATIN AMERICAN 100** were celebrated at a dinner in Miami on July 19th, made possible with the support of BBC World News, Discovery Networks, Publicitas /Charney Palacios, and Sony Entertainment.

Luis Miguel Messianu, President and Chief Creative Officer of Alma DDB, recognized by his peers as "The Most Influential Leader of the Hispanic Advertising Industry in the Last 20 Years," offered an inspiring keynote message to the group. Messianu provoked these leaders to recognize the importance of their roles in the industry, discussed the responsibility of optimism, and suggested that "the best way to predict the future is to create it."

THE INTERNATIONALIST'S LATIN AMERICAN 100 include:

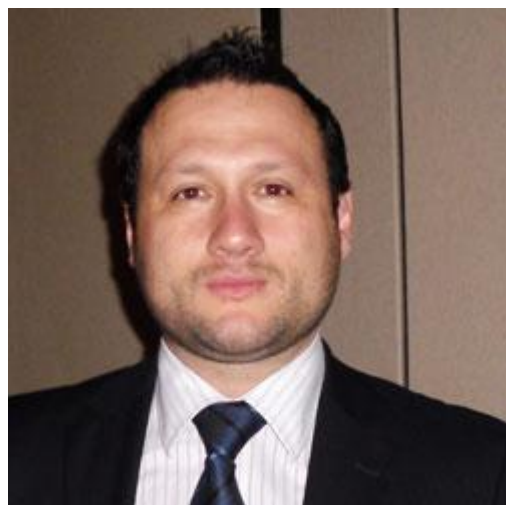
- ROLANDO AEDO, Senior Vice President Marketing, Greater Miami Convention & Visitors Bureau
- SEBASTIAN AGUIRRE, Global Marketing Manager, Concha y Toro
- LAURA ALFONSIN, Associate Director of Online Marketing, Starwood



- KIM ALLARD, Director Consumer insights and Online Marketing, Sony Latin America
- DAVID ANON, Senior Director of Marketing, Latin America, Research in Motion/ RIM (BlackBerry)
- ENRIQUE ARRIBAS, Advertising and Corporate Sponsorships Director, Banco Santander
- REBECCA BARBA, Manager Global Marketing & Communications, Royal Caribbean Cruises, Ltd.
- MIGUEL BARCENAS, Senior Marketing Director - Latin American Region, PepsiCo
- CARLOS BARUKI, Area Vice President, Sales & Marketing Latin America, InterContinental Hotel Group (IHG)
- ELISABETTA BELL, Dealer Marketing Support Manager, Caterpillar, Inc.
- MATIAS BENTEL, Regional Marketing Director, Latin America & Caribbean, Brown-Forman
- NALINI BETHEL, Senior Director-Global Communications, Bahamas Ministry of Tourism
- JOEL CAMPUZANO, Marketing Director, Venezuela Tourism Board
- SANTIAGO CARDENAS, Regional Digital Director - Latin America, Johnson & Johnson
- STEPHANIE CARIGLIO, Marketing Brand Manager - LVMH Watch & Jewelry, Caribbean & Latin America TAG Heuer
- MARIA CARRASQUILLO, Marketing Director, Jarden Consumer Solutions
- LUIS CHAMPIN OLIVERA, Manager General of Marketing Network, PromPerú, Peruvian Tourism Board
- FERNANDO CIMATO, Strategic Planning & Business Developer, Hewlett-Packard
- MARTA CLARK, Area Vice President/ Latin America & Caribbean, Adobe Systems
- EGIDIA CONTRERAS, International Marketing Manager, Enterprise Holdings
- JOSE COSTA, Vice President, Marketing, R&D and Supply Chain- Latin America and Caribbean, Burger King Corporation
- LUIS DI COMO, Senior Vice President-- Global Media, Unilever
- LUKE DOWDNEY, CEO, Luta
- BRIAN DYE, Marketing Director, St. Regis Bal Harbour
- DENISE ESTEFAN, President, Latin



- America, Radisson Hotels
- RICARDO FERNANDEZ, General Manager, Andes Beer
- GISELLE FIUMARA, Marketing Director, Volkswagen
- LORI FOLTS, Regional Head of Marketing Communications, Americas-DHL Express
- SERGIO GIACOMO, Director of Corporate Communications, Vale
- ALFREDO GONZALEZ, Vice President Tourism, Greater Fort Lauderdale Convention & Visitors Bureau
- RICARDO GONZALEZ, Vice President Strategy- Latin American, BUPA
- GEORGE GUTIERREZ, Senior Director, Small and Medium Business Marketing, Cisco
- GLADYS GUTIERREZ, International Channel Marketing Manager, Western Digital
- VIVIANA GUTIERREZ, Marketing Director Pet Care, MARS ANDINO
- CAROL HENDERSON, Group Marketing Manager, GGP/General Growth Properties
- YISELL HERNANDEZ, Marketing Manager, Acer Latin America
- AURORE HETZEL, Senior Marketing Manager, Audemars Piguet Latin America & Caribbean
- KIMBERLY HUTCHINSON, Director, Marketing & PR Worldwide, Casa de Campo
- PAULINE IM, Marketing Manager, LG Electronics
- FERNANDO INTRIAGO, Executive Director Caribbean & Latin American Operations, Dollar Thrifty Automotive Group
- MONICA JARAMILLO, Senior Channel Manager, Symantec
- ALEJANDRA KELLY, Latin American Media Coordination, Cartier
- GINA KILBERG, Senior Vice President Media, Sony Pictures
- NICOLE KRAMER-AXELRAD, Marketing Director, Baume & Mercier
- ETIENNE KUSMIEREK, Director Latin America, BVLGARI Corporation of America
- MARTHA KRAWCZYK de SEDAS, Senior Business Leader- Latin America & Caribbean Region, Visa International
- JENNIFER LIQUORI, Chief Operating Officer, BELRAY



- JOSIE LLADO, Associate Vice President of Advertising & New Media, Greater Miami Convention & Visitors Bureau
- GERARDO LLANES ALVAREZ, Chief Marketing Officer, Mexico Tourism Board
- RAUL MANDIA, Chief Marketing Officer Arcos Dorados
- JUAN MARRERO, Regional Marketing Manager, Kingston Latin America
- MICHAEL J. MATHE, Vice President and General Manager, International Division, Toshiba America Business Solutions Inc. (TABS)
- DORIAN MEJIA ZUNIGA, Market Development Manager Latin America, Puig
- ROYMI MEMBIELA, Vice President Marketing, Baptist Health
- FABIO MENDEZ, Marketing Manager- Latin America, Delta Airlines
- HAROLD MICHELSEN, Marketing Manager-- Ripley Corp, The Chilean Department Store Chain
- OSCAR MIRANDA, Regional Marketing Director, Hasbro Latin America
- LOURDES MONTALVAN, Marketing Director Essence Corp, The Clarins Group
- RICARDO MONTEIRO, Head of Communications Latin America, Reckitt Benckiser
- JOSE MUNOZ, President & Managing Director, Nissan Mexico
- LUIS ORTUZAR, Regional Marketing Director Latin America, Parfums Christian Dior /Fendi Parfums
- ANDREA PADILLA, Marketing Director, Caribbean & Latin America, Marriott International
- JORGE PEREZ, International Marketing Manager, Hilton Hotels
- LUIS PERILLO, General Manager, Hilton Hotels Worldwide
- EDWARD PILKINGTON, Global Category Director, Vodka, Rum and Gin, Diageo
- MARTIN POMBO, Activation & Customer Marketing Manager, Nokia Caribbean & Central America
- LORENA PONCE, Director of Marketing & Communications Strategies, ProMexico
- VALERIA PRADO, Marketing Communications Manager, UPS, Latin America and the Caribbean
- DAVID PRECIADO, Director- Marketing,



- Sales & Strategic Partnerships, Hertz International
- ROBERTO RICOSSA, Marketing Vice President - Americas, Avaya
 - AMARILYS RIVERA, Senior Manager-Media Marketing, Samsung Electronics Latinoamerica
 - CLAUDIA ROSTAGNO, Marketing Manager, FedEx
 - JOSE LUIS RUIZ, Marketing Latin America Advertising Director, Oracle Corporation
 - JOSE LUIS SALVADOR, Regional Marketing Manager- Latin America, Newell Rubbermaid
 - ERIC SAMPERS, Marketing Director, Pernod Ricard Americas
 - ALEC SANGUINETTI, President, Caribbean Hotel & Tourism Association
 - ANDREA SCHELLMOSER, Marketing & Communications Director, IWC
 - RAQUEL SOLORZANO, Regional Media Manager, Diageo
 - MARK STANLEY, General Manager, Latin America, Sony Computer Entertainment America
 - CYNTHIA STARK, VP- Marketing, Planning, Brand Sponsorship & Philanthropy, ScotiaBank
 - DIEGO STECCHI, Director, Latin America & Caribbean, Salvatore Ferragamo
 - EDGARDO TETTAMANTI, SVP-Marketing Group Head, Latin America & Caribbean, MasterCard Worldwide
 - CARLOS EDUARDO TORRES PRIETO, Marketing and Advertising Director, Banco Davivienda
 - JULIO TUNON, Solutions Marketing for Latin America, Director of Marketing at Lexmark International
 - CHRISTINE VALLS, Regional Sales Director for Florida, Puerto Rico, the Caribbean and the U.S. Hispanic market - American Airlines
 - GRACE VILLAMAYOR, Vice President, Global Inbound/Outbound, Hertz International
 - CARO VILLARREAL, Regional Marketing Manager, General Mills International
 - PETER VITTORI, Managing Director Sales & Marketing for Caribbean/Latin America, American Airlines
 - CARLOS WERNER, Marketing Director

- Latin America, Samsung
- JOAKIM WIJKSTROM, Chief Marketing Officer, Perry Ellis International

Our hope is that all will remain a vibrant part of this community for years to come and welcome new peers to this alliance of marketing leaders.

the internationalist

FOR ADVERTISING, MARKETING + MEDIA PROFESSIONALS

Created in January 2003 by Deborah Malone, The Internationalist was launched to connect the people and ideas in international advertising, marketing and media. Today The Internationalist is read in over 100 countries and has become a trusted source for international best practices. It is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building.

The Internationalist is now IN PRINT, ONLINE and IN-PERSON — all to better serve the needs of this community.