

Alphabetical Listing by Company

This section contains the complete contact information for the companies and executives who are experts in targeting Hispanic, Asian American, African American and other niche consumers. Also listed are business owners and corporate executives who are minorities and/or women or who are responsible for marketing to them. Be sure to look at the "market" and "industry of expertise" sections where companies are cross-referenced. Visit these companies directly from our website to theirs at www.multicultural.com.

4A's

405 Lexington Ave., 18th Fl.
New York, NY 10174
Ph. 212-850-0732
Fx. 212-867-8329
ameadows@aaaa.org
www.aaaa.org
Angela Johnson Meadows, Mgr.,
Diversity Programs



The 4A's is the national trade association representing the advertising agency business in the United States. For more than 30 years, the 4A's has executed diversity-focused initiatives for the advertising industry. Programs include the Multicultural Advertising Intern Program and the Operation Jumpstart Scholarship Program.

Acento Group

12 Desbrosses St.
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Fx. 718-679-9767
info@acentogroup.com
www.acentogroup.com
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Soa Kang, Pres./CEO

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500 S. Broadway, Ste. 402
Little Rock, AR 72201
Ph. 501-374-2220
Fx. 501-374-3643
msteele@advantageci.com
www.advantageci.com
Michael Steele, Founder & CEO
Nigel Hall, VP Business Development
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St. Paul, MN 55118
Ph. 651-665-0633
Fx. 651-665-0129
richardaguilar@qwestoffice.net
www.aguilarproductions.com
2 employees, 100% minority-owned
Rick Aguilar, Pres./CEO

Alma DDB

770 South Dixie Hwy., Ste. 109
Coral Gables, FL 33146
Ph. 305-666-2101
Fx. 305-662-8043
odelboccio@almadddb.com
www.almadddb.com
70+ employees
Olimpia Del Boccio, Communications
Manager

At Alma DDB we believe that creativity is the most powerful force in business and must drive business results; that marketing must drive growth; and that we must be inspirational and accountable.

The Amaru Group (TAG)

263 West 38th St., 16th Fl.
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Ph. 212-575-5924
jdiaz@TAGlatino.com
www.TAGlatino.com
6 employees, 100% minority-owned
Jesus Diaz, Jr., Managing Partner

The Amaru Group (TAG): your entry point to the college market. TAGLatino brings access to its established network and trusted relationships with 250+ colleges and 300+ Latino collegiate organizations. Through a decade of targeted events and a national database, we'll integrate your brand via multiple touch points.

Amber Multicultural Marketing

516 Bloomfield Ave., Ste. 7
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Ph. 973-746-9114
Fx. 973-783-5555
dmiassociates@verizon.net
www.distinctivemktg.com
10 employees, 100% minority-owned
Diane Spencer, Pres./CEO

Améredia, Inc.

101 Howard St., Ste 380
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Ph. 415-788-5100
Fx. 415-449-3411
buzz@ameredia.com
www.ameredia.com
15 employees, 100% minority-owned
Pawan Mehra, Partner

American Advertising Federation (AAF)

1101 Vermont Ave. NW, Ste. 500
Washington, DC 20005
Ph. 202-898-0089
Fx. 202-898-0159
cfrazier@aaf.org
www.aaf.org
19 employees
Constance Cannon Frazier, EVP,
Corporate Programs & Development

The American Advertising Federation's Mosaic Center on Multiculturalism is responsible for promoting the Mosaic Principles and Practical Guidelines and executing the organization's diversity and multicultural initiatives, which include the Mosaic Awards and Forum, Most Promising Minority Students Program, Mosaic Career Fair, and Mosaic Vendor Fair.

Anita Santiago Advertising, Inc.

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Santa Monica, CA 90405
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sofia@anitasantiago.com
www.anitasantiago.com
17+ employees, 100% minority-owned
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www.asbcommunications.com
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ASB Communications, a full-service multicultural communications agency that pioneered marketing efforts within the South Asian populous in North America, has now branched into other ethnic markets as well. These markets include the Asian, the Middle Eastern, the African, European and Hispanic communities in North America and in the UK. Clients include Aetna Healthcare, Air India, MoneyGram, HSBC, Hira Nandani Properties, SAAMA to name just a few.

Asian American Advertising Federation (3AF)

P.O. Box 69851
West Hollywood, CA 90069
Ph. 310-289-5517
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ghomfranz@3af.org
www.3af.org
Genny Hom-Franzen, Exec. Dir.

Asians in America Magazine

207 East 32nd Street
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editor@asiansinamerica.org
www.asiansinamerica.org
3 employees, 100% minority-owned
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www.bet.com
350 employees
Brucetta Williams, VP, Off-Channel Marketing

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2 employees, 100% minority-owned
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Campbell Communications is dedicated to providing our clients with insights concerning multicultural audiences through traditional research and customized strategic approaches that are delivered professionally and timely. Our services include focus group moderating, ethnography depth sessions, on-site/on-premise/environmental interviews, individual and executive interviews. We believe we are capable of identifying new opportunities and provide recommendations that distinguish Campbell Communications from others.

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www.casanova.com
90 employees
Ingrid Smart, Pres./CEO

The China Press

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www.usqiaobao.com
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Janis Lam, Marketing Dir.

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www.comcast.com
Natalie Rouse, Dir., National Ethnic
Marketing

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Gisela Girard, Pres./COO

Creative Consumer Research

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Fx. 281-240-3497
ppratt@ccrsurveys.com
www.ccrsurveys.com
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Cultural Vision Research

41 Top of the Ridge
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Ph. 914-722-4240
Fx. 914-873-0363
info@culturalvision.com
www.culturalvision.com
5 employees, 100% minority-owned
Lisa Bella, Managing Partner

Cultural Vision Research provides custom solutions to marketing issues in the Hispanic, Asian and African American markets. Our competitive pricing, impeccable service, and intuitive analysis bring excellent value to our clients. We bring 20 years of experience in several product categories, in consumer and B2B. We are minority owned.

CultureVue

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New York, NY 10017
Ph. 212-798-4526
Fx. 212-687-5411
wholloway@clinedavis.com
www.clinedavis.com
20 employees
Wallye Holloway, Sr. VP



CultureVue, a unit of Cline Davis & Mann, is dedicated to delivering culturally proficient marketing solutions for healthcare brands targeted to physicians and the multicultural patients that they care for. We specialize in uncovering insights that can help improve the physician/patient dialogue by understanding how patients' cultures can affect treatment and, ultimately, clinical outcomes. We believe that engaging physicians and patients through an approach that acknowledges these unique multicultural nuances, and offers solutions, can have an exponential impact on marketing efforts. Our customized process evaluates the relationship between the patient's culture, the brand, and the physician so that we can identify a pivotal idea that will inform a driving strategy. CultureVue links the patient, the culture, and the physician to help create a brand advantage.

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 hello@dae.com
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 20 employees
 Vicky Wong, Pres.

D A E An EFFIE award-winning, fully integrated Asian marketing and communications agency. Founding member of Asian American Advertising Federation. Services: Traditional media and interactive. Major Clients: Asian Art Museum, Cathay Pacific Airways, The Ritz-Carlton Club, Southwest Airlines and Wells Fargo.

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DDR | GLOBAL DDR Global provides targeted, engaging multilingual communications and multicultural marketing solutions to Fortune 500 and multinational corporations. Specializing in localization, translation, marketing, design, interactive, and audio, DDR Global blends cutting-edge creativity with cultural and linguistic expertise to produce campaigns with impact. An award-winning creative team, a global network of language and subject matter experts, a 24-7 operation, and more than 20 years of experience in driving commercial growth worldwide position DDR Global as the perfect partner for putting the world within reach of any business.

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 www.diversityinc.com
 45 employees
 Luke Visconti, Co-Founder/Partner

DiversityInc Diversity and the Bottom Line *DiversityInc* is a monthly business magazine published by DiversityInc Media LLC, a privately owned company with no outside investors. Launched in 2002 as an extension of DiversityInc.com, *DiversityInc* magazine and its daily news site are the nation's leading sources of information for cutting-edge knowledge of the business case for diversity. DiversityInc magazine offers readers more in-depth articles and substantive analysis, building on the company's history as the premier expert on reporting and analyzing diversity issues and

their impact on U.S. society and business. For more information on DiversityInc, please visit DiversityInc.com/AboutUs.

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Tari Hartman Squire, Pres./CEO



EIN SOF Communications

Tari Hartman Squire's EIN SOF Communications, leading strategic marketing/PR firm specializing in disability, diversity and public policy, utilizes a customized sector approach. Clients include AT&T; Bank of America; Microsoft; AOL; Macy's; Universal Home Entertainment (Ray DVD with DVS®); Mitsubishi Electric America Foundation; Career Opportunities for Students with Disabilities; World Institute on Disability; NDI's Real Economic Impact Tour; Nickelodeon; Smithsonian Institution; Kennedy Center; US Holocaust Memorial Museum; Mattel/Toys "R" Us Becky® (Barbie's wheelchair-user friend); and UCLA Anderson's Leadership Institute for Managers with Disabilities. With strategic partner Nielsen NRGi, its "Disability

Community Market Research Initiatives" builds business cases for employment/marketing with the disability community. Her *My Left Foot* promotion launched disability niche marketing. She assists *AP Stylebook* with disability semantics and serves on the TV Academy's Diversity Committee

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Rossana Rosado, CEO/Publisher

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Augusto Ratti-Angulo, Publisher/Owner

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Ernesto Padilla, CEO/Publisher

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kagarwal@elephantadv.com
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Kishore Agarwal, Assistant VP

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 Sandra Lee, Pres./CEO



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Formerly Ethnic Solutions, Inc., ES Advertising is a full-service advertising agency specializing in the Asian American market and recently ranked as one of the top Asian agencies in the country. For details, please visit our website.

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 22 employees, 70% minority-owned
 Candace Kennedy, Dir., Sales and Marketing



Ethnic Technologies, LLC is the Global Leader in Multicultural Marketing,

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3 employees, 100% minority-owned
Guy Antonioli, Pres.

Footsteps, LLC

200 Varick St., Ste. 610
New York, NY 10014
Ph. 212-924-6432
Fx. 212-924-5669
vjohnson@footstepsgroup.com
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41 employees, 51% minority-owned
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ramong@freshc.com
www.freshc.com
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Ramon Gil, Creative Dir.

The Futures Company

400 Meadowmont Village Cir., Ste. 431
Chapel Hill, NC 27517
Ph. 919-932-8858
Fx. 919-932-8629
multicultural@thefuturescompany.com
www.futurescompany.com
165 employees
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Carlos Yanez, VP, Quantitative Research

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carlos.alcazar@hcnmedia.com
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22 employees
Carlos Alcazar, President

Hispanic Communications Network builds award-winning 360° social and cause marketing communications solutions for government, national not-for-profits, trade associations and corporate foundations.

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5 employees
Adriana Waterston, VP, Marketing & Business Development

House of Marketing Research

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Amy Siadak, Pres.

ICR/ International Communications Research

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Arturo Duran, CEO

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John Patton, CEO/Chairman

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Monique Blais, Director, Client Services

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WorldTV is America's gateway to an enriching and inspiring array of global and multicultural content. As the leader in the aggregation and management of international content rights, WorldTV works closely with broadcasters and major providers of Broadband, Cable, IPTV and Telecom services to bring radio and television programming directly to the homes of millions of households throughout the United States. WorldTV currently delivers more than 200 market leading television and radio channels in 35 languages representing 42 countries from Europe, the Middle East, Asia and Africa, via Direct-to-Home Satellite, Cable, IPTV, Mobile and Hospitality networks. WorldTV is a global organization with 18 sales offices around the world and a presence on every continent. WorldTV is a division of GlobeCast, a global provider of technical content management and worldwide transmission services for professional broadcast delivery. GlobeCast is a subsidiary of France Telecom.

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Young & Rubicam Brands is a global, collaborative network of preeminent companies in advertising, public relations, public affairs, brand identity and design, direct and database marketing, digital and interactive marketing, multicultural marketing, and health care communications. The companies include Y&R Advertising, Wunderman, Landor, Burson-Marsteller, Cohn & Wolfe, Sudler & Hennessy, The Bravo Group, Kang & Lee, VML, RTCRM, and Brand Buzz. Headquartered in New York, Y&R Brands ranks among the world's leading consolidated marketing communications companies, and is a member of the London-based holding, WPP.

