



The Internationalist Announces The Latin American 50

In an effort to acknowledge the region's best talent and inspire others to recognize Latin America's marketing potential and growing sophistication, **The Internationalist** has named 50 marketing leaders now focused on South America, Central America, Mexico and The Caribbean. Some of THE 50 have pan-regional responsibility and are based in Miami, New York, Silicon Valley, Madrid or São Paulo; others are local role models—whether in large markets like Brazil or Mexico or in growing countries like Chile, Peru and Colombia. Several have a global focus but are clearly advocates for the region.

The LATIN AMERICAN 50 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.

THE INTERNATIONALIST'S LATIN AMERICAN 50 are today's marketing leaders who are shaping our industry for tomorrow. They include:

- KIM ALLARD, Regional Online Marketing Manager, **Sony Latin America**
- DAVID AÑON, 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, Core Brands, Latin American Region, **PepsiCo**
- CARLOS BARUKI, Regional Vice President Sales & Marketing, Mexico, Latin America & The Caribbean, **Hilton Worldwide**
- ELISABETTA BELL, Dealer Support Manager, **Caterpillar, Inc.**
- MATIAS BENTEL, Marketing Director, Latin America & Caribbean, **Brown Forman**
- SANTIAGO CARDENAS, Strategic Planning/Marketing Services Director, **Johnson & Johnson Latin America**
- STEPHANIE CARIGLIO, Marketing Brand Manager- LVMH Watch & Jewelry, Caribbean & Latin America **TAG Heuer**
- MARIA CARRASQUILLO, Senior Marketing Manager, **Jarden Consumer Solutions**
- LUIS CHAMPIN OLIVERA, Manager General of Marketing Network, **PromPerú**, Peruvian Tourism Board
- FERNANDO CIMATO, Chief of Staff, Strategy & Business Planning, **Hewlett-Packard**
- MARTA CLARK, Area Vice President/ Latin America & Caribbean, **Adobe Systems**
- EGIDIA CONTRERAS, International Marketing Manager, **Enterprise Holdings**
- JOSÉ COSTA, Vice President of Marketing- Latin America, **Burger King Corporation**

- MICHAEL COSTELLO, Vice President, General Manager, International, **The Clorox Company**
- JUAN CARLOS DELGADO, Managing Director, **Cartier Latin America & Caribbean**
- LUIS DI COMO, Senior Vice President—Global Media, **Unilever**
- DENISE ESTEFAN, President, Latin America, **Radisson Hotels**
- LORI FOLTS, Regional Head of Marketing Communications, Americas- **DHL Express**
- ALFREDO GONZALEZ, Vice President of International Business & Tourism, **Greater Fort Lauderdale Convention & Visitors Bureau**
- VIVIANA GUTIÉRREZ, Marketing Director Pet Care, **MARS ANDINO**
- GEORGE GUTIERREZ, Senior Director, Small and Medium Business Marketing, **Cisco**
- AURORE HETZEL, Senior Marketing Manager, **Audemars Piguet Latin America & Caribbean**
- KIMBERLY HUTCHINSON, Vice President, Marketing & PR Worldwide-- **Casa de Campo**
- ETIENNE KUSMIEREK, Director Latin America, **Bulgari**
- JOSIE LLADO, Associate Vice President of Advertising & New Media, **Greater Miami Convention & Visitors Bureau**
- GERARDO LLANES ÁLVAREZ, Executive Director of Marketing, **Mexico Tourism Board**
- RAÚL MANDÍA, Chief Marketing Officer **Arcos Dorados**
- JUAN MARRERO, Marketing Manager **LG Electronics**
- MICHAEL J. MATHÉ, Vice President and General Manager, International Division, **Toshiba America Business Solutions Inc. (TABS)**
- DORIAN MEJIA ZUÑIGA, Market Development Manager Latin America, **Puig**
- ADRIANA G. MENDIZABAL MORA, Global Marketing Executive, **Visa Inc. Latin America and the Caribbean**
- HAROLD MICHELSEN, Marketing Manager-- **Ripley Corp**, The Chilean Department Store Chain
- LOURDES MONTALVAN, Marketing Director Essence Corp, **The Clarins Group**
- RICARDO MONTEIRO, Head of Communications Latin America, **Reckitt Benckiser**
- LUIS ORTUZAR, Regional Marketing Director Latin America, **Parfums Christian Dior /Fendi Parfums**
- ANDREA PADILLA, Marketing Director, Caribbean & Latin America, **Marriott International**
- LUIS PERILLO, General Manager-Hilton Bogota, **Hilton Worldwide**
- EDWARD PILKINGTON, Global Category Director, Vodka, Rum and Gin, **Diageo**
- VALERIA PRADO, Marketing Communications Manager, **UPS Latin America and the Caribbean**
- ROBERTO RICOSSA, Marketing Vice President – Americas International, **Avaya**
- JOSÉ LUIS RUIZ, Marketing Latin America Advertising Director, **Oracle Corporation**
- RAQUEL SOLORZANO, Regional Media Manager, **Diageo**
- MARK STANLEY, General Manager, Latin America, **Sony Computer Entertainment America**
- DIEGO STECCHI, Director, Latin America & Caribbean, **Salvatore Ferragamo**
- EDGARDO TETTAMANTI, SVP-Marketing Group Head, Latin America & Caribbean, **MasterCard Worldwide**
- JULIO TUÑÓN, Solutions Marketing for Latin America, Director of Marketing at **Lexmark International**
- CARLOS EDUARDO TORRES PRIETO, Marketing and Advertising Director, **Banco Davivienda**
- CHRISTINE VALLS, Vice Manager E-commerce Product Marketing- Latin America, Caribbean, Mexico— **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**

Our hope is that all will remain a vibrant part of this community for years to come and welcome their peers to this alliance of marketing leaders as it grows in 2012 to become The Latin American 100!