

THE INTERNATIONALIST'S

LATIN AMERICAN 50

are today's marketing leaders who are shaping this vital region for tomorrow.

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 both middle class growth and new consumer demands.

In an effort to not only acknowledge the region's marketing talent, but inspire others to recognize Latin America's ever-increasing marketing sophistication, The Internationalist celebrates 50 leaders now focused on South America, Central America, Mexico and The Caribbean. Miami is certainly a hub for marketers looking to the region, but whether based in South Florida, Northern or Southern California, or Mexico City, Bogotá, São Paulo or Madrid—all of these marketers are clearly advocates for the region.

Also in this issue are a number of people from the region who also have had a significant global influence. Among them:

Fernando Chacon, Chief Marketing Officer of Itaú Unibanco. He represented the first Brazilian company to be named an *Internationalist of the Year in 2014* for his progressive work that is uncommon among bank marketers. His chapter in the book, published by INGRAM for The Internationalist and the ANA, The Reinvention of Marketing, outlines his strategy for achieving

Itau's vision to be the leading bank in sustainable performance and customer satisfaction. He remains on our 100 Influential Marketers List.

Roberto Ricossa, born in Mexico, was also named an *Internationalist of the Year in 2014* for his work while Vice President of Marketing for Avaya. He has since taken on a new role to champion the region as Vice President & Managing Director, Latin America for ARUBA NETWORKS, an HP company. He too, is part of our 100 list.

Gerardo Llanes Alvarez, CMO of Visit Mexico with its vast global tourism outreach, is also appears on this year's 100 list. As do a number of the 2015 Internationalist of the Year from the region, who will also be participating with chapters in the next volume of *The Reinvention of Marketing*.

- **Camilo Roman Cepeda**, CMO of Samsung Electronics Brazil
- **Fernando Julianelli**, CMO of Mitsubishi Motors Brazil
- **Ricardo Perez Baez**, Global Director of Marketing Communications for Grupo Bimbo

Last year, **The Internationalist** also recognized top marketers in Brazil with our first BRAZIL 50 list as the region's Portuguese-speaking giant is large enough to be a singular market focus with the region for many organizations. Interestingly, this year, one of our past Latin American regional stars, **Martha Krawczyk de Sedas** of Visa has moved south to become the Vice President of Marketing for Visa do Brasil.

Rolando Aedo, Sr VP Marketing & Tourism. Greater Miami Visitors and Convention, Greater Miami, Florida

Sebastián Aguirre Ahrens, Global Marketing Director, Concha y Toro, Chile

Laura Alfonsin, Associate Director of Online Marketing, Starwood Hotels & Resorts, Greater Miami, Florida

Kim Allard, Director Consumer insights and Online Marketing, Sony Latin America, Greater Miami, Florida

Enrique Arribas, Director—Corporate Marketing and Brand, Grupo Santander, Madrid, Spain

Rebecca Barba, Marketing Manager, Global Tour Operations, Royal Caribbean

Cruises, Greater Miami, Florida

Miguel Barcenas, Sr. Marketing Director Latin America Region, PepsiCo, Greater Miami, Florida

Elisabetta Bell, Marketing Operations Manager, Caterpillar, Greater Miami, Florida

Matias Bentel, Regional Marketing Director, Latin America, Brown-Forman, Louisville, KY

Wilson, Calil, Regional Marketing Manager Latin America & Caribbean, Electrolux Home Products, Greater Miami, Florida

Santiago Cardenas, Chief Procurement Officer Latin America, Johnson & Johnson, São Paulo, Brazil

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Maria Carrasquillo, Senior Marketing Manager- Latin America, Jarden Consumer/Sunbeam-Oster, Greater Miami, Florida

Fernando Cimato, Channel Marketing Manager- Latin America, Hewlett-Packard, Greater Miami, Florida

Egidia Contreras, Global Promotions Manager - Latin America, Caribbean & Mexico, Enterprise Holdings' Greater Miami, Florida

Diane Cruz, Regional Marketing Director, Northern Trust, Greater Miami, Florida

Adrián Farina, Senior Vice President - Marketing, Latin America & Caribbean, Visa, Greater Miami, Florida

Lori Folts, Head of Marketing Communication - The Americas Continent/Region, DHL, Greater Miami, Florida

Anita Geller, Head of Digital Marketing Latin America, Sandoz-Novartis, Greater Miami, Florida

Sergio Giacomo, Head of Communications and Public Affairs, Latin America, GE, São Paulo, Brazil

Alfredo Gonzalez, Vice-President, International Sales & Market Development, VISIT FLORIDA, Tallahassee, Florida

Viviana Gutiérrez, Andino Marketing and Category Leadership Director, Mars, Colombia

Tony Guzman, Latin America Regional Marketing Director, Hasbro, Greater Miami, Florida

Ralph Heid, Marketing Manager—Latin America, Stanley Black & Decker, Inc, Greater Miami, Florida

Yisell Hernandez, Program Manager, Americas Services Marketing Communications, Cisco Systems, Greater Miami, Florida

Etienne Kusmierk, Director of Retail Luxury Cruise Lines, Starboard Cruise Services, Greater Miami, Florida

Josie Llado, Associate Vice President, Advertising & Digital Marketing, Greater Miami Convention & Visitors Bureau, Greater Miami, Florida

Vinicius Losacco, VP Marketing-Latin America, Netflix, Los Angeles, California

Raul Mandia, CMO Latin America, McDonald's/Arcos Durados, São Paulo, Brazil

Herman Marino, Senior Vice President, Global Head Partners Marketing Organization, SAP, Greater Miami, Florida

Fernando Maroniene, Senior Marketing Manager Latin America and the Caribbean, Adobe, Greater Miami, Florida

Nathalia Mateus, Global Marketing Director, AJE Group, Colombia

Fabio Mendez, Latin America & Caribbean Marketing Manager, Delta Airlines, São Paulo, Brazil

Teri Merritt, VP Brand Marketing & eCommerce- Americas, Marriott International, Greater Miami, Florida

Guillermo Morrone, VP Head of Global Consumer and Priceless Cities Content Strategy, MasterCard, Greater Miami, Florida

Andrea Padilla, Marketing Director, Celistics, Greater Miami, Florida

Mauricio Palau, Media and Advertising Director, Colgate, Mexico

Elizabeth Perez, Portfolio Marketing Director Latin America, The Kellogg Company, Mexico

Jorge Enrique Pérez Flores, Innovation Director, ABI Modelo, Mexico

Andréa Pinotti Cordeiro, Director of Institutional and Wholesale Marketing, Itaú Unibanco, São Paulo, Brazil

Amarily Rivera, Head of Marketing, Samsung Electronics, Greater Miami, Florida

Claudia Rostagno, Marketing Manager, Interactive and Digital Access Marketing, Fedex Latin America & The Caribbean, Greater Miami, Florida

Jose Luis Ruiz, Director, Latin America Advertising & Online, Oracle, Greater Miami, Florida

Juan Luis Salvador, Sr. Manager, Trade Marketing, Latin America, Newell Rubbermaid, Charlotte, NC

Andrea Schellmoser, Marketing & Communication Director Latin America & Caribbean, IWC Schaffhausen, Greater Miami, Florida

Raquel Solorzano, Regional Manager Media and Advertising, Diageo Latin America, Greater Miami, Florida

Mark Stanley, Vice President & General Manager, Latin America, Sony Computer Entertainment (Playstation), San Francisco, CA

Edgardo Tettamanti, SVP Group Head of Marketing LAC, MasterCard, Greater Miami, Florida

Carlos Eduardo Torres Prieto, Marketing and Advertising Director, Banco Davivienda, Colombia

Caro Villarreal, Senior Marketing Manager, General Mills Inc., Greater Miami, Florida

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