



Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News ([MMRNews](#)), an emailed newsletter; [The Source Book of Multicultural Experts](#) online and maintains a [Speakers Showcase](#) for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. [Lisa Skriloff](#), a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at [lisa@multicultural.com](mailto:lisa@multicultural.com) or 212-242-3351.



[Sign in](#) [Join](#) [Subscribe](#)

[Experts Directory](#) [Speakers Showcase](#) [Career Center](#) [Events](#) [MMR News & Articles](#) [Ethnic & Niche Markets](#) [Resources](#) [MMR Membership](#)

## MULTICULTURAL MARKETING NEWS

Multicultural Marketing News (MMN) is an emailed newsletter, and archived here, with news briefs and mini essays. It also serves to introduce marketing executives to multicultural experts for potential business alliances and journalists with diverse sources. [Submit Your News](#). [Subscribe](#) | [Learn More](#)

### Ingenium Research Boutique Your Multicultural Research Partner

With more than 15 years of experience in the U.S. and Latin America, Ingenium Research Boutique is a company that specializes in Multicultural qualitative and quantitative marketing research. We perform focus groups, ethnographic interviews, in-depth interviews, shop-alongs, and many other qualitative techniques in the U.S. and Latin America (including Brazil). We also offer different quantitative approaches such as mall intercepts, shelf tests, taste tests, product placements, CATI interviews, online surveys, etc. Since 2012 we started doing online groups and interviews, which is a cost effective alternative for ad testing.

Some of our current clients include PepsiCo, General Mills, Netflix, Wells Fargo and Nestle, among others. Our mission is to help our partners understand and win with their shoppers and consumers. Our insights and recommendations enable our partners to grow their business. Our clients feel very pleased to work with us because we offer a personalized service with the same quality and level of professionalism that global research companies can offer, at a very reasonable cost. We are good at identifying key insights and how they impact your business. We are more than researchers, we are partners.

For more information, please contact: Maria Parra, CEO, [mlparra@ingeniumresearch.com](mailto:mlparra@ingeniumresearch.com), 407-309-2742. Visit [www.ingeniumresearch.com](http://www.ingeniumresearch.com).

[Comments \(0\)](#) | [Permalink](#)

### RECENT POSTS

2020/2021 Multicultural & Diversity Webinars, Career Fairs, Confs & Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

November Multicultural & Diversity Webinars, Career Fairs, Confs and Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

Meet the Experts in Hispanic Marketing in the Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs, Fairs and Virtual Upfronts, Oct-Nov 2020, Register Now for @SpectrumReach @blackvcf1 @ANAmarketers @LGBTQinsights @NYUrbanLeague

Upcoming Key Multicultural & Diversity Confs Oct-Nov 2020, Register Now for @mccincomms @ANAmarketers @LGBTQinsights @NYUrbanLeague

Meet the Experts in Hispanic Marketing on multicultural.com Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @EmergeSmarter @HispanicTV\_NYC @MediaVillageCom @NYUrbanLeague @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @ADCOLOR @EmergeSmarter @HispanicTV\_NYC @MediaVillageCom @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Aug-Nov 2020, Register Now for @EmergeSmarter @ADCOLOR @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs July-Nov 2020, Register Now @3PercentConf @ANAmarketers @LGBTQinsights

### ARCHIVE

- [November 2020 \(1\)](#)
- [October 2020 \(3\)](#)
- [September 2020 \(3\)](#)
- [August 2020 \(2\)](#)
- [July 2020 \(1\)](#)
- [June 2020 \(1\)](#)
- [March 2020 \(1\)](#)
- [February 2020 \(4\)](#)
- [January 2020 \(2\)](#)

### JOURNALISTS

Find diverse sources and experts on niche markets and diversity

- Search for an expert online in [Multicultural Experts Directory](#)
- Post your query here for experts to respond to
- Have your query sent to selected experts we can recommend and set up interviews for you
- Request statistics and background information
- Request a copy of the [Source Book of Multicultural Experts](#)
- [Learn more about how MMR works with journalists](#)

### CORPORATE EXECUTIVES

Get started; Find a vendor; Promote successful initiatives

- Get information on [ethnic/niche markets](#)
- Find an expert firm: [search here](#) or post your RFP
- Promote your diversity initiatives and multicultural marketing campaigns: [Post your news](#) or [Send a press release](#)
- [Request speakers for meetings](#)
- [Consulting services](#)
- [Learn more about how MMR works with corporations](#)

### MULTICULTURAL EXPERTS

Promote your services; Find new clients; Get in the news

- Get listed in the online [Multicultural Expert Directory](#)
- Get listed in the [Source Book of Multicultural Experts](#)
- [Send a press release](#) about your company
- Feature your company in [MMRNews](#)

### SPEAKERS

- Get listed in the [Speakers Showcase](#)
- [Search queries](#) from journalists
- List in the online [Multicultural Expert Directory](#)
- [Learn more about how MMR works with Experts and Speakers](#)

### ASSOCIATIONS & ORGANIZATIONS

- Promote your events in our [Calendar of Recommended Multicultural and Diversity Events](#)
- Disseminate your press releases via [MMRNews](#)
- [Request speakers](#) for events and conferences
- [Connect with sponsors](#)
- [Learn more about how MMR works with associations](#)