



**Expert Sources for Hispanic Heritage Month and Year Round Diverse Sources  
Featured on [multicultural.com](http://multicultural.com)  
Sept 15 - Oct 15 is Hispanic Heritage Month**

Meet the Hispanic Market Experts available for press interviews featured on [multicultural.com](http://multicultural.com) in our [Source Book of Multicultural Experts online](#) and [Experts Showcase](#). Connect directly with any of the experts, via links, below. Or email Lisa Skriloff, President of Multicultural Marketing Resources, Inc. at [lisa@multicultural.com](mailto:lisa@multicultural.com) to describe your needs and request a (free) referral to any expert.

**Experts in the Hispanic Market Available for Press Interviews:**

- [Jorge Martínez-Bonilla](#), Vice President, C+R Research
- [Liz Castells-Heard](#), CEO, Chief Strategy Officer, INFUSION
- [Michele Cordoba](#), Founding Director, Vision Strategy and Insights
- [Adriana Waterston](#), Chief Revenue Officer and Insights & Strategy Lead, Horowitz Research

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**Jorge Martínez-Bonilla, Vice President, C+R Research**

Involved in language learning and cultural exchange since childhood, Jorge has a keen sense of cultural awareness and empathy. Beyond his work with general population, Jorge specializes in multiculturalism and multicultural consumer research. He has lead research initiatives among all the US Hispanic groups as well as with African American and Asian American consumers.

Jorge's expertise as a researcher covers several areas of strategic focus including consumer attitudes and behaviors, new product development & innovation, consumer segmentation, brand positioning, advertising, and communications development.

**Topics:** The US Latino/a consumer, Multiculturalism and marketing, Marketing in a multicultural economy: understanding the intricacies of diverse cultural groups, Diversity, Inclusion and Cultural Understanding in Marketing Research, Multicultural Communications & Ad Testing, Multicultural consumers and their Shopping Journeys

**View Jorge's profile page [here](#). Contact Jorge by email at [JorgeM@crresearch.com](mailto:JorgeM@crresearch.com) or by phone at 312-828-9200.**



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**Liz Castells, CEO, Chief Strategy Officer, INFUSION**

Liz Castells-Heard is CEO and Chief Strategy Officer of INFUSION, a full-service Multicultural agency that provides Fortune 500 Clients best-in-class strategic leadership and consistent results, known for their analytics, marketing strategies, first-in-kind thinking, and cultural narratives that compel ROI-Powered ideas. Liz is an industry force with a Stanford MBA, finance and psychology training, 'tell it like it is' magnetic style, and nearly 40 years of General market, Client, and Multicultural experience including DDB NY, Campbell's, Oriflame, and Conill/Saatchi. Her strategic acumen and foresight has helped many companies like McDonald's, Toyota, Charter Communications, and Safeway grow their businesses. Her inspiration and demand for excellence galvanizes her team, and creates campaigns that earn ROI, awards and her "Our Fearless Leader" moniker.

**Topics:** Multicultural Marketing for ROI-Powered Ideas & Business, Integration Advertising to the Multicultural Consumer in the U.S., Consumer Insights and Segmentation, Transculturation™, Branding, Direct Marketing, Retail, & Activation, Strategic Business Consulting, Connecting Across Ages & Lifestyle, Ambi-Cultural Movement: Impact of Acculturation, Research: Data Analytics and Metrics

**View Liz's profile page [here](#). Contact Liz by email at [liz@adcastells.com](mailto:liz@adcastells.com) or by phone at 213-688-**



**Michele Cordoba, Founding Director, Vision Strategy and Insights**

Michele Cordoba is a creative and experienced researcher and marketer with particular expertise in consumer/voter engagement and message development. She is one of the founding partners of the women- and minority-owned Vision Strategy and Insights, a full-service multicultural marketing and strategy firm with a unique specialty in civic engagement and issue advocacy research. She is proud to have worked with campaigns, independent expenditures and nonprofits to raise the voices of voters of color in local, state and national elections.

**Topics:** Voters of Color, Women's Issues, Strategic Consulting, Creative Development and Assessment, Media Research, Hybrid Methodologies, Hispanic Segment (all acculturation levels), Multicultural Millennials

**View Michele's profile page [here](#). Contact Michele by email at [michele@visionstrategyandinsights.com](mailto:michele@visionstrategyandinsights.com) or by phone at 818-261-8340.**

**Adriana Waterston, Chief Revenue Officer and Insights & Strategy Lead, Horowitz Research**

As Chief Revenue Officer and Insights & Strategy Lead, Adriana oversees Horowitz's Latinx, BIPOC, millennial, and Gen Z research. She also heads up Green Horizons, Horowitz's recently-launched division specializing in Cannabis and Holistic Health.

Adriana is a research junkie with a flair for finding the story behind the statistics, teasing meaning out of measurements, and revealing the faces behind the facts. A thought leader in the diversity space, Adriana has consulted for clients in entertainment and news media, technology and telecommunications, travel and hospitality, CPG, toys, and of course, the emerging Cannabis market, among others. On the consumer side, Adriana helps clients reach, serve, and resonate with Latinx and BIPOC consumers and emerging audiences like today's cannabis consumer. On the DEI side, she helps companies address issues of corporate culture and talent development, particularly for Latinx, BIPOC, LGBTQIA+, and employees with disabilities.

**Topics:** Multicultural Best Practices, Diversity, Equity, & Inclusion (DEI), Latinx Consumer Insights, Black Consumer Insights, Asian Consumer Insights, Media Industry Trends (TV, radio, streaming, social media), Gen Z, LGBTQIA+, Multicultural Kids, Qualitative Research, Quantitative Research, Consumer Insights, Cultural Insights, Cannabis Consumer Research

**View Adriana's profile page [here](#). Contact Adriana by email at [adrianaw@horowitzresearch.com](mailto:adrianaw@horowitzresearch.com) or by phone at 914.834.5999.**



More Expert Sources at our [Speakers Showcase](#) and [Source Book of Multicultural Experts](#).

For interviews with any of our 2021 Multicultural Marketing and Diversity Experts reach out to each directly or contact us to make a connection.

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**About This Newsletter**

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