

Daisy Expósito-Ulla
Partner/President- CEO
d expósito & partners

BIOGRAPHY

Daisy Expósito-Ulla is Partner/President-CEO of *d expósito & partners*, a new independent, minority-owned, full-service Hispanic marketing and communications agency, created in September 2006. She is the former Chairman and Chief Executive Officer of The Bravo Group.

At the newly created *d expósito & partners*, she oversees work for clients such as the McDonald's Restaurants of the New York Tri-State Area, Novartis Consumer Health (Triaminic and Theraflu), General Electric Consumer Finance, Kare Distribution and Cerveza Tesoro. Her partners are Gloria Constanza, Fernando Fernández, Mary C. Miqueli, John Ross and her husband Jorge Ulla, an award-winning filmmaker and Grammy-nominated producer.

Expósito-Ulla is recognized as one of the major forces in the study, growth and evolution of Hispanic and Multicultural communications in America. At the head of The Bravo Group from 1981 until her departure in November 2004, she was a primordial architect of a true success story, leading the Agency to become the #1 Hispanic and Multicultural marketing and communications company in the Nation. Bravo, a WPP Group company since 2000, celebrated its 20th anniversary the same year.

Daisy is a recipient of the International Center's 2002 Award of Excellence, an honor given to distinguished foreign-born individuals who have made significant contributions to American life, with past honorees including Elie Wiesel and Henry A. Kissinger. She was also honored with the *Carvel Immigrant of the Year Award*. She has received the 2002 Business Award by the Manhattan Chamber of Commerce and has been named *Advertising Executive of the Year* by Hispanicad.com at the Fall 2002 Conference of the Association of Hispanic Advertising Agencies (AHAA). In May of 2003, Ms. Expósito-Ulla was recognized with the distinction *Women Who Change The World* by New York Women in Communications, Inc., winning her the prestigious Matrix Award.

Expósito-Ulla joined Bravo/Young & Rubicam as Creative Director. She was named Senior Vice President and General Manager in 1985, and became President & Chief Creative Officer in 1990. In 2001 Daisy was named Chairman/CEO and her expanded responsibilities included overseeing a group of multicultural agencies that counted Bravo, Mosaica, Kang and Lee, the leading Asian Agency in the U.S., and Mendoza Dillon & Asociados among them.

Under her leadership, the company grew from billings of less than \$5 million in 1985 to an estimated \$400 million in 2004. Under her creative and strategic stewardship the company produced extraordinary results for clients and won nearly every creative recognition including numerous Clio, Effie, Telly, Addy, NY Festival of Festivals and Se Habla Español awards. With an impressive record of client retention under Expósito-Ulla, Bravo's roster included: Sears, AT&T, McDonald's, Kraft Foods, Altria, Citibank, Pfizer, Banco Popular, Wyeth Laboratories, Ford Motor Company, The New York Times, United States Postal Service, and Chevron among others. One of the most visible and successful assignments undertaken by the company was the development of the strategy and the communications platform for the US Census 2000 which helped verify the presence of over 40 million Hispanics amongst the US population.

A top authority on the Hispanic market, Expósito-Ulla is frequently consulted about ethnic trends and on the multicultural future of marketing and communications in America. From speaking engagements, for which she is constantly being sought, to magazine cover stories, her intense public life takes her to conferences and seminars around the country, while her expertise is lent to Bloomberg Radio, CNN-FN, The New York Times, AdAge, Wall Street Journal, American Demographics, and most recently Forbes.

Expósito-Ulla currently serves on the Boards of the Advertising Council, the American Association of Advertising Agencies Foundation, the National Campaign to Prevent Teen Pregnancy where she leads the Campaign's Latino initiative and as a founder of the New America Alliance. Daisy was also a founding board member for the Association of Hispanic Advertising Agencies (AHAA) and is currently on the board for the third time after being President in 2000.

Her involvement with the American Cancer Society resulted in the first outreach effort to raise awareness and educate Spanish-speaking women about the prevention and treatment of breast cancer. In November of 2001, as a result of her efforts, Ms. Expósito-Ulla received the American Cancer Society's *Humanitarian Award*.

As head of AHAA (Association of Hispanic Advertising Agencies), Daisy conceived and launched one of her most ambitious public service efforts, *FuturaMente* (FutureMinds), a campaign to motivate Hispanic Americans to become teachers and to promote education among children and Latino youth.

Daisy has been recognized twice by *Crain's New York Business* as one of New York's *100 Top Minority Executives and Multicultural Leaders*. She has recently been chosen by *Hispanic Magazine* as both, one of the *100 Most Influential Hispanics* and as one of the *100 Outstanding Hispanic Women in Communications*. She has received the *Women of Distinction* award by the Girl Scouts Council of Greater New York and the *Salute to Women Achievers* award from the YMCA of New York. She was honored with a *Role Model* award at the American Advertising Federation District Two Diversity Achievement Awards. She has also been honored as an outstanding leader at the New York Women's Agenda eighth annual "*Star*" Breakfast.

Her love for the arts is manifested in her support of various projects, among them El Museo del Barrio, Teatro Repertorio Español, INTAR, and Jazz at Lincoln Center, whose Latin Jazz Gala she co-chaired with her husband in 2002. In 2003, they co-chaired the Teatro Repertorio Español Gala and since 2004 joined the board of the theatrical company.

Daisy Expósito-Ulla came to the United States from Cuba with her family in 1964. Daisy and her husband Jorge live in New York, with their 17 year old son, Gabriel Alfonso, who is excitedly surfing the college net.

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