

Daisy Expósito-Ulla

Chairman/CEO

d expósito & Partners, LLC

Daisy Expósito-Ulla, an iconic name in multicultural communications in America, is Chairman/CEO of d expósito & Partners, an independent, woman and minority-owned, full-service marketing and communications agency. Dubbed as the New American Agency, d expósito & Partners offers excellence in marketing while creatively leveraging cultural insights for total market solutions in today's digital age.

Daisy has achieved a stellar career in brand building through successful advertising and marketing communications, creating consumer-centric strategies and effective, holistic campaigns proven to engage and move consumers to embrace her clients' brands. Under her leadership, d expósito & Partners has already experienced significant growth, expanding and diversifying its already impressive client roster that now includes the U.S. Census 2010. Other clients include ConAgra Foods, McDonald's Restaurants of the New York Tri-State area, Mazda North America, Anheuser-Busch/InBev, Amway Global, among others.

Expósito-Ulla's professional beginnings hark back to content creation for television, as well as creative and production work at pioneering Hispanic agency, Conill (now part of Saatchi & Saatchi). However, it was as a result of the unique success story at the ad agency she helped found, The Bravo Group (a Young & Rubicam/WPP company), that she captured the attention of the media and became a household name within the marketing industry. As head of Bravo, the agency reported billings of nearly half a billion dollars. With its enormous success, Bravo virtually became the blueprint for other global agencies wanting to enter the U.S. Hispanic market.

As a reflection of her strategic and business building abilities, her client experience extends across multiple categories with clients such as Sears, AT&T, AT&T Wireless, Citibank, Kraft Foods, Wyeth Consumer Healthcare, Bank of America, Chevron, Miller Brewing Company, Campbell Soup Co., Dr. Pepper, Unilever, McDonald's, The Ford Motor Company, Mazda, the US Army and the US Postal Service. Her creative and strategic leadership produced extraordinary results for clients and won much creative recognition, including numerous Clio, Effie, Telly, Addy, NY Festival of Festivals and the *Se Habla Español* awards. However, her most visible and gratifying achievement was spearheading the development of the Hispanic communications platform for the US Census 2000, which helped verify the presence of over 40 million Hispanics living in the United States.

Daisy has served on various industry association boards of directors, such as the AdCouncil and the AAAA Foundation. She helped found the Association for Hispanic Advertising Agencies (AHAA) and is currently a board member. While serving as president of AHAA, she conceived and launched one of her most ambitious public service initiatives, *FuturaMente* (FutureMinds), a national campaign to motivate Hispanic-Americans to become teachers while also promoting education of Latino children and youth. She currently serves on the board of directors of the AEF (Advertising Educational Foundation), and she is a founding member and former trustee of the New America Alliance.

Since 2000, she has been involved with the National Campaign to Prevent Teen Pregnancy, a White House-backed initiative she supports as an active member of its Board of Directors and Chair of its Latino Initiative committee. 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. For this, she received the American Cancer Society's *Humanitarian Award*.

Daisy is the recipient of countless industry and civic awards. Among these, she has been bestowed recognition by The International Center, alongside Nobel Peace Prize laureate Elie Wiesel and Henry Kissinger, as well as The Carvel Immigrant Award. She 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 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. Most notably, though, she was recognized with the distinction, *Woman Who Change the World*, by New York Women in Communications, Inc., winning her the prestigious Matrix Award in May 2003, the first Latina to receive the recognition.

Most recent recognitions, since her new start with d expósito & Partners, include: NY Women's Chamber of Commerce Excellence in Business Award; Latin Business Magazine's "Spirit Award 2007"; Latin Style Magazine's 2008 Entrepreneur of the Year; Latin Business Magazine's 2008 Excellence Recognition; the Institute for the Puerto Rican/Hispanic Elderly 30th Anniversary Gala's Corporate Achievement Award. Servicing the McDonald's business, a brand to which her professional career has consistently sustained a link, has garnered the agency three performance awards from the client, and a 2009 Silver Telly Award for the McDonald's/Latin Grammy's "Pure Inspiration" campaign.

Her love for the arts has manifested itself in her support, along with that of her husband, for various projects throughout the years; among them El Museo del Barrio, Teatro Repertorio Español, INTAR, and Jazz at Lincoln Center. She has been serving as a board member of Repertorio Español since 2004.

Daisy Expósito-Ulla came to the United States from Cuba with her family in 1964. Daisy and her husband and business partner, Jorge Ulla, an award-winning filmmaker and Grammy-nominated producer, live in New York with their 20-year-old son, Gabriel, a student at New York University.