

Nita Song
President & COO
IW Group, Inc.

Nita Song is the President and COO of IW Group, a full-service marketing communications company that specializes in the growing Asian Pacific American markets in the U.S. Agency capabilities include advertising, public relations, media relations, market research, events, promotions and cultural awareness training. With offices in Los Angeles, San Francisco and NY, the agency works with many of the country's top marketers, to guide their efforts in targeting the growing Asian Pacific American consumer. Clients include: McDonalds, Washington Mutual, Wal-Mart, American Airlines, and the most recently won, U.S. Census, among others.

Nita has over 17 years experience in marketing and communications. Nita joined IW Group in 1991 to lead Asian marketing strategy for corporate clients. She then left to join AT&T, as the Director of Marketing and Community Affairs in the Pacific Region, with responsibilities for media relations, marketing and promotions. After AT&T, Nita joined Netsperanto, a start-up internet company, where she led the development of eight ethnic online communities as Vice President of Marketing. She then returned to IW Group in 2000 to lead new business development and expand the agency's advertising capabilities. Under her leadership, IW Group has since become one of the top, award-winning Asian marketing agencies in the U.S.

Nita earned her degrees in both journalism and political science from the University of Southern California. As an active member of the community, Nita serves on boards of the Asian American Advertising Federation, Asian Pacific American Legal Center, Center for Asians United for Self Empowerment (CAUSE), the Koreatown Youth and Community Center and the Asian & Pacific Islander American Scholarship Fund.