



## Carlos Santiago

Co-Founder  
ANAAIMM

Carlos is a recognized strategist who has been guiding growth strategies backed by innovative insights, data and econometrics to optimize and solve challenges in implementing Multicultural and Inclusive & Generational segment efforts within a Modern Marketing and Total Market context. Since 2000, Carlos has led Santiago Solutions Group (SSG) guiding insights discovery, opportunity models, analytics, and marketing strategies for clients such as AARP, AT&T, Arizona Blue, Blue Cross Blue Shield, Blue Shield California, CVS Health, Elli Lilly, Feeding America, Ferrara, J&J, Home Depot, Kimberly Clark, McDonald's, Nestle, The Principal, Sierra Club, SNHU, Sparkling Ice, St. Jude Children's Research Hospital, Target, Ulta Beauty, Verizon, Walgreen's, Walmart, Stater Bros., among others. In 2016, Carlos co-founded AIMM – the Alliance for Inclusive and Multicultural Marketing, an arm of the Association of National Advertisers (ANA), evolving the multicultural and diverse marketing discipline for the 21st century alongside CMOs from Nestle, Wells Fargo, Walmart, Denny's, USAA, P&G and 140+ leading advertisers. Carlos leads efforts around multicultural data quality and transparency and the Cultural Insights Impact Measure™ (CIIM™). CIIM is the new industry gold-standard measure gauging the incremental value of cultural relevance in ads and content. With more than 300,000 evaluations across 500+ brands/200+ shows, CIIM has opened a path to create more authentic portrayals, deeper consumer connections, and greater sales lift for brands.

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