

Access to Experts



Chiqui Cartagena

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Chiqui Cartagena is Chief Marketing Officer and Center Leader, Marketing & Communications of The Conference Board.

Before joining The Conference Board, Chiqui worked as the Senior Vice President of Political & Advocacy Group at Univision Communications Inc. (UCI), where she was responsible for providing thought leadership and strategic guidance to political candidates and advocacy organizations interested in reaching Hispanics across all political parties and affiliations. As VP of Corporate Marketing, she led the development and implementation of brand strategies, marketing campaigns and the development of proprietary consumer research tools for various platforms, including the company's 2014 World Cup campaign. She developed the strategy and implementation of Univision's Corporate Social Responsibility efforts at both the local and network levels under one overarching brand, *Univision Contigo*, with four main pillars: Education, Health, Financial Prosperity, and Civic Engagement.

Before UCI, Chiqui served as Senior Vice President of Business Development for Story Worldwide, a digital content marketing agency. Prior to that role, she was the Managing Director of Integrated Marketing at Meredith Corporation, where she developed integrated marketing programs for leading consumer brands, insurance companies, and retail chains. Chiqui's career also includes previous roles as Director of Business Development at The Ad Age Group; Senior Director at Columbia House; Executive Editor at TV Guide; Senior Editor at Time Warner; Executive Producer at Telemundo; and co-President of Newscart Productions. She has 15 years of experience as a broadcast journalist, having previously worked in the news divisions of Univision and Telemundo and as a reporter for The Miami Herald.

In 2012, Chiqui received the ADCOLOR® Legend Award in recognition of her tireless efforts in leading the conversation about the Hispanic community. In 2007, she was named the Hispanic Direct Marketing Professional of the Year by the Direct Marketing Association. Her first book, *Latino Boom! Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market*, was published by Random House (Ballantine Books) in November 2005. Her second book, [*Latino Boom II: Catch the Biggest Demographic Wave Since the Baby Boom*](#), was published in 2013. Chiqui is a member of the National Awards Committee for the National Academy of Television Arts and Sciences and currently serves on the board of directors of the Conservation Lands Foundation.

Chiqui graduated cum laude from University of Miami with a degree in Journalism with a minor in Latin American Studies, and the LGBTQ Executive Leadership Program from Stanford Graduate School of Business.

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