

**Marilyn Alverio** is an expert in developing strategic approaches to selling marketing in a multicultural environment. She is most noted for her work as the former National Director of Ethnic Marketing for a Fortune 100 company. Marilyn focused on sales, relationship management and brand marketing initiatives in the Latino, African-American, Asian and women's markets. She brings valuable insights of the corporate environment and has laid the groundwork to increase and retain business in ethnic markets for numerous companies around the United States. A 20-year veteran in sales and management, she has worked within the financial services, health, airline and pharmaceutical industry, garnering and applying her vast cache of knowledge all the while meeting and exceeding sales objectives.

She is a speaker on issues related to targeting multicultural markets, increasing awareness on diversity issues, leadership and other related topics. Marilyn has developed and presented seminars and workshops on the latter topics and has received accolades for her creativity in her approach. She is known for her charismatic, candid and relaxed approach which becomes an asset to any setting.

After twenty-five years in the corporate environment, the University of Connecticut graduate, expanded her reach once more and in early 2003 entered the entrepreneur world by establishing Ethnic Marketing Solutions. The Hartford based agency is a forefront organization specializing in multicultural marketing strategies, event marketing, sales training and capacity building. She received her MBA at the University of Phoenix where she focused on research projects related to multicultural markets.

Marilyn has been active in the national and Connecticut Latino community for more than thirty years. She currently serves on the executive committee for the Connecticut Health Foundation board of directors, board member on the World Affairs Council of Connecticut, co-chair of the Spanish American Merchants Association marketing team, advisory member for the Urban League of Greater Hartford, and in an advisory capacity for the United Way of the Capital area marketing committee.

Her work as the founder and producer of the *Latinas and Power Symposium*® has enjoyed significant success. The model, launched 2004, brings market opportunities, products and services together with Latina professionals from around New England. The day-long event attracts close to 500 Latinas and provides a platform that showcases the many accomplishments within this arena. It offers corporate sponsors an opportunity to meet business goals in the areas of diversity recruiting, promoting products and services, cultivating relationships, networking and enhancing brand equity within the market segment. Her success in New England has garnered national attention from companies who are requesting symposiums for their target cities. The symposium is now available for travel throughout the U.S.

From inner-city beginnings outside of Hartford, CT, Marilyn's energetic and passionate commitment to connecting business to the community provides all audiences with a unique perspective. As a single mother of a teenage daughter, she is a *Madrina* to several Hartford area young Latinas where she provides informal mentoring and coaching.