



David J. Perez

Managing Partner

David Perez is the Managing Partner of Geoscape, an award winning market strategy, customer intelligence firm celebrated for their unique insights and innovative ideas that help clients achieve significant growth from the rapidly growing U.S. Hispanic marketplace. Geoscape, formerly know as Latin Force Group was formed in June 2007 by the merger of Latin Force and Geoscape International with an investment by the Goldman Sachs Urban Investment Group.

David's success is the story of his visionary perspective of the Hispanic market and his willingness to tilt against the status quo. In 1999 after 6 years of working in the Internet space he began to look for new opportunities and saw the Hispanic population was underserved on the Web. When many people were asking "are there any Hispanics online?", he launched Lumina Americas as a Hispanic targeted online agency. Chase Manhattan Bank and Kraft Foods quickly became clients.

In 2000, David turned his sights on Latin America and raised \$25 million of venture capital to form an Internet incubator and expanded south making acquisitions in Brazil and Argentina and investments in Internet start ups.

David formed Latin Force in 2003. Since then he has worked with an impressive list of blue-chip companies such as MTV, Nike, Consumer Reports, the NFL, Nickelodeon, Cranium, Kraft Foods and Wells Fargo.

A dynamic keynote speaker, he is often sought after as an expert about the Hispanic market. He has been quoted, on this subject in the New York Times, The Wall Street Journal, USA Today, The Denver Post, CNN, The Miami Herald, Mediaweek and other outlets.

May 2007 David was given the honor to deliver the commencement address to the graduating class of the University of Vermont School of Business. In 2005 he received the Hispanic Entrepreneur Award from Hispanic magazine.

Prior to becoming a trail-blazer in the Hispanic market, David accomplished a successful career in finance, where he was an executive with Wells Fargo Bank and Dean Witter Reynolds. His other lives have included stints as a ski instructor, photographer and musician.

David is a graduate of the University of Vermont with a BA in International Affairs and Economic Development.