

Stephen Palacios

Executive Vice President, Consumer Goods Business
Cheskin Added Value



Stephen Palacios joined Cheskin in 2001 to lead the creation and growth of Cheskin's New York office. He currently oversees the company's client accounts for all non Tech related business and leads Cheskin's Hispanic market practice group. He is a frequent national speaker on the U.S. Hispanic Market, including keynoting national conferences. Palacios has been cited in the LA Times, NY Times and has appeared on ABC News Nightline and PBS.

Palacios has led marketing initiatives and organizational consulting efforts for global brand leaders such as Nike, Mercedes Benz USA, Sara Lee Corporation, Time Warner, Liz Claiborne Inc, Citibank, Pepsi, Blue Cross/Blue Shield (over 10 states) and AstraZeneca. Stephen's passion lies in finding where companies can create new opportunities and derive new revenue streams by leveraging existing brands or creating new brands.

Previous to Cheskin, Palacios served as Vice President of Business Development for FRCH Design Worldwide, one of the leading retail design consultancies in the country. In that role, Palacios developed new business internationally and in the U.S. with major shopping center developers, retailers and brands such as Barnes & Noble, Circuit City, and Elektra (Mexico). Previous to FRCH, Palacios served as Director of International Business for Federal News Service (FNS), a privately owned information company. At FNS, Palacios was the exclusive agent in the U.S. for Notimex, the largest Spanish language newswire in the world servicing U.S. Hispanic owned Newspapers, Television stations and Radio stations. Palacios also opened and grew a Moscow bureau for FNS just as the Cold War was ending, pioneering one of the first for profit commercial information businesses in the former Soviet Union.

Palacios holds a B.A. from Saint Joseph's University (PA), where he was Valedictorian and an M.A. from American University, where he was awarded a Fellowship.