

Loida Rosario

**Director, Partner Relations, Multicultural Marketing Program
DePaul University**

Multicultural Marketing Summit: Into the Core

Thursday, June 25, 2009

8:30-9:20AM: The Executive Business Case

Friday, June 26, 2009

10:15-11:15 AM: Embracing the Digital World Pronto

2:30-3:30 PM: Goal-based ROI Measurements



Loida Rosario serves on the faculty at DePaul University, School of Commerce, Marketing Department. She specializes and consults with senior business managers in the areas of strategic planning, marketing, multicultural marketing and new product development. She's the co-founder of the Multicultural Marketing Program at DePaul University.

Ms. Rosario has over 15 years of experience in the consumer goods, insurance, retail and information technology industries. Formerly, she directed product management and marketing functions at Colgate-Palmolive and AT&T, servicing customers both in the U.S. and Latin America. Her drive for innovation is demonstrated in the launch of *Fabuloso Detergent*, *System 7000 Computer*, *ElCoquiGifts-online galleries*, and the *Multicultural Marketing Program at DePaul University*; she is a certified NPD professional.

A published author, Ms. Rosario is a leader in developing new marketing theories and strategic frameworks including: **Borderless Innovation**: the effect of globalization on new product development; a new definition for **strategic multicultural marketing** and a model for **multidimensional, cross-cultural segmentation**.

She graduated with the highest marketing honors and has a master's degree in marketing and finance from the University of Illinois.

She is an entrepreneur, President of ElCoquiGalleries.com, and a civic leader who currently sits on the boards of the Daniel Murphy Scholarship Foundation and the Leap Learning Foundation. She is a founding member of the National Society of Hispanic MBAs (NSHMBA). NSHMBA

recognized Ms Rosario's contributions to the creation of the Summer Enrichment Program and the Corporate Advisory Board by honoring her with the Brillante Award in 2008.

Ms Rosario has been featured on several TV and radio programs, including: Chicago Tonight, Tapestry, ABC News, NPR News and has been interviewed by several newspapers and magazines.

Loida lives in Evanston, IL with her husband and two children.