



## **Elena Marroquin**

Senior Vice President of Strategy  
Tapestry

In an industry defined by culture and tradition, Elena Marroquin establishes her own rhythm in multicultural marketing. As a first generation Cuban-American, native of Miami, Fla. and fluent in Spanish and English, Elena's seasoned background is a driving force behind Tapestry's expansion. Tapestry, a dedicated unit of SMG Multicultural - the multicultural arm of Starcom MediaVest Group, has been generously awarded for setting higher standards in contact innovation.

In her prominent career as SVP/Director of Strategy for Tapestry, Marroquin is the dedicated lead on all Hispanic strategy for Procter & Gamble. During her time with the agency, she has also directed strategic media planning across Tapestry's esteemed client roster, including top brands such as Kellogg, Disney and Americatel.

Her dedication to client business and extensive multicultural marketing experience positions her as one of the industry's leading experts in communications planning to U.S. Hispanic consumers.

Under Elena's guidance, Tapestry has been the most awarded agency by the Association of Hispanic Advertising Agencies in their annual Media Planning Awards – a total of 15 awards over the last six years. She has also been contributing to industry journals. Look for her article in the Cable Advertising Bureau's Multicultural Marketing Guide – Upfront 2004/05 and "Where are the Latinos on English TV" in Tapestry's 2005/06 Insiders Guide to the Hispanic Television Upfronts. However, what she is most proud of is her recognition as one of Working Mother Magazine's 2004 Advertising Mothers of the Year Award. She was among a group of five "Up and Comer"s which Working Mother Magazine described as "strong role models who are changing how companies do business."

Elena began her career at Leo Burnett's International division in 1991 where she served as a liaison between the U.S. media operation and Leo Burnett's Latin American offices. After a brief general market media planning assignment on Procter & Gamble, Elena spent three years on the national McDonald's Hispanic account. In 1997, Elena returned to her hometown in Miami, Fla., to lead Tapestry's regional operations and help Chilean-based Entel launch their U.S. Hispanic long-distance service. She has been back in Chicago leading strategic planning at Tapestry since 2002.

Elena has a bachelor's of science in communications with a double major in advertising in graphic design from the University of Miami.