

Sergio Lopez - Executive Vice President, Strategic Planning



FOR IMMEDIATE RELEASE:

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ENGAGEM3NT announces appointment of Executive Vice President, Strategic Planning.

Sergio Lopez, A fifteen year veteran of multi-cultural marketing and advertising, has joined US Hispanic direct response agency **Engagem3nt**, as Executive Vice President, Strategic Planning. Sergio is a recognized leader in brand building and new product development in the US Hispanic market.

Among his credits, Sergio counts planning and management of integrated marketing programs for Epana Networks calling card products, including Club Bienestar, Mi Carnal, and others. Sergio also opened the first new product development department in the US beverage industry to exclusively target Mexican immigrant consumers. His deep experience in marketing to the US Hispanic community encompasses products - Jarritos, Mineragua, Sidral Mundet, and Sangria Señorial; services such as travel and relocation; and retail. Sergio also managed the largest account in US Hispanic advertising, SBC Communications, across a broad range of media platforms. Sergio is also a pioneer in using mobile marketing and other digital technology to engage the US Hispanic consumer.

Engagement CEO, Kathi Moore, says "Sergio is a wonderful addition to the agency. His product development and brand building background is a perfect complement to our direct response strength. His multi-cultural expertise will be invaluable in creating meaningful messaging that reaches our core US Hispanic consumer."

With Engagem3nt, Sergio lends his understanding of the US Hispanic consumer and culture to developing marketing strategy and creative positioning that will resonate with the audience. Sergio holds an MBA from UCLA's Anderson School of Management.

- **ENGAGEM3NT**, www.engagem3nt.com is a full service, response driven advertising agency, specializing in lead and order generating direct response marketing and advertising to the multi-cultural marketplace. For Information contact Kathi Moore, kathi@engagem3nt.com 949-258-4362 x 3166, or text KATHI to 67777.