



Three New Members Join AHAA's Advisory Board

McLean, VA, September 2012 – AHAA: The Voice of Hispanic Marketing announces three new members to its Advisory Board, which was created earlier this year to provide thought leadership and insights representative of the broad Hispanic marketing spectrum and help AHAA's board of directors set its long-term strategy. This forms part of AHAA's recent shift in mission to expand its focus and advocacy beyond Hispanic advertising to include all marketing disciplines, media and research entities working in the Hispanic market.

Members are comprised of marketing leaders from such diverse industry backgrounds as media, production, consulting, music, direct response, promotions, research, public relations, and advertising.

The newly appointed AHAA Advisory Board members are:

- **Michael Moore, Executive Vice President and Chief Marketing Officer, Supervalu**

As CMO, Moore leads all of Supervalu's marketing activities, including overseeing customer and brand strategy, advertising, customer loyalty, shopper marketing and consumer promotions, and research analytics. He previously had the role of Business Transformation Officer where he led and designed the implementation of Supervalu's business turnaround effort. Prior to Supervalu, Moore spent 24 years in a variety of executive positions at Procter & Gamble, leading cross functional business teams including sales, marketing, finance, supply chain, category management, operations and human resources. His final position at P&G was serving as a Director of Procter & Gamble's grocery retail organization, where he led the business unit directly responsible for more than a third of P&G's annual grocery channel sales in North America.

- **Jerry McGee, Executive Vice President, Western Region, AAAA**

Jerry McGee joined the 4A's in February 2005 and is currently Executive Vice President of the Western Region. A Veteran of two 4A's agencies, Jerry most recently served as President and CEO at J. Walter Thompson Los Angeles. Prior to his time at JWT, he was Chairman and CEO at Ogilvy & Mather West, a full-service Global agency. He has served on the boards of The Harvey Mudd College, KCET Public Television, The Darrow School, and The Los Angeles Music Center. He was a co-founder of Victory Over Violence, a nonprofit organization which provides services to victims of domestic violence.

- **Berry Jasin, Vice President of National Sales, SBS**

Berry Jasin is Vice President of National Sales of SBS's Consolidated Operations where he coordinates and develops successful national sales and marketing campaigns for the entire SBS group. Prior to joining SBS, Jasin served as Senior Account Manager for CBS Corporation where he was responsible for all network television, radio and Interactive division sales, including, marketing and promotions. For over 14 years, he managed top accounts in CBS. Before his move to CBS Corporation, Jasin was the Regional/National Sales Manager at Clear Channel. He also worked at The Flyer as VP of Sales managing all ad sales for the publication.

These executives join AHAA's distinguished and diverse roster of advisors, which include Mark Addicks, SVP, CMO, General Mills; Eduardo Caballero, Founder & CEO, Caballero Radio & Television; Clara Carneiro, VP Multicultural, Arbitron; Sabrina Crow, Senior VP and Managing Director, Client Services, Nielsen; Gilbert Dávila, President & CEO, Davila Multicultural Insights; Mike Fernandez, CCO, Cargill; Rudy Ferrer, President & COO, Delta Media Inc.; Lino García, General Manager, ESPN Deportes; Jacqueline Hernández, COO, Telemundo; David Lawenda, President, Univision; Mark López, Head of U.S. Hispanic Audience, Google; Mónica Lozano, CEO, Impremedia; Carlos Orta, President & CEO, HACR; and Javier Palomarez, President & CEO, USHCC.

For more information on AHAA, please visit <http://ahaa.org>.

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About AHAA: Headquartered in McLean, VA, AHAA: The Voice of Hispanic Marketing represents the best minds and resources dedicated to Hispanic-specialized marketing. Companies trying to reach and connect with Hispanic consumers and businesses turn to AHAA members for unmatched cultural expertise and knowledge. As the voice of the Hispanic marketing industry since its founding in 1996, AHAA demonstrates the value of targeting Hispanics, showcases the impact of using AHAA member agencies, and provides forums for the discussion and dialogue between brands and industry professionals.