



Upwardly Global

5<sup>th</sup> Annual  
Fall Seminar

## Panel Overview: Organizational Design to Serve Emerging Markets

The ethnic market of the United States is valued at \$1.6 trillion, the sixth largest economy in the world. Leading companies have transitioned to viewing ethnic markets as a core rather than niche market, and they are incorporating multiculturalism and multilingualism into their DNA. Some companies are even seeing that increasingly international markets and ethnic consumer markets in the U.S. are blending together. This panel will include leaders from top brands discussing how their organizations are adapting to serve ethnic markets, suppliers, and shareholders.

### Moderator

#### **YoungSoo Cho**

*Vice President, Director of Communications, HeadQuarters Advertising Inc.*

YoungSoo joined HeadQuarters in 2003. He oversees the agency's account management function that includes strategic communications planning and implementation for AAA, Monterey Bay Aquarium, Pacific Gas & Electric Company and the UnitedHealth Group. He is an authority in crafting integrated communications solutions that effectively reach target markets, regardless of ethnicity, gender, age, socio-economic status, or lifestyle. YoungSoo cultivated his skills at large full-service agencies like McCann-Erickson, Dailey Associates, and Bozell, working for clients that include Chrysler Corporation, Nestlé, Del Monte Foods, and Safeway. He has also partnered in start-up of a successful media planning and buying agency in San Francisco. YoungSoo graduated from the University of Northern Colorado with a BS in marketing.

#### **Corrections:**

Please note that Jody Garcia is Vice President, Specialty Customer Care Division, AT&T. We wrongly noted her company as SBC.