

SAN DIEGO, CA, September 29, 2013 **/24-7PressRelease/** -- Further enhancing the company's multicultural expertise and leadership, EPMG, the nation's leading multicultural media partner, adds Ingrid Reyes to its executive team in the role of executive vice president, director of client solutions, strategy, and value.

Reyes brings over twenty years' experience in developing and executing multicultural communications strategies. For EPMG, Ingrid will take the lead in client specific cross-platform media strategy, leveraging EPMG capabilities from print media to full scope digital solutions and content marketing. Ultimately, Reyes is charged with developing the strategies and programs that will drive ROI for EPMG's growing client base.

"I am very excited to have Ingrid a part of our team. I am highly confident that she will be a strong catalyst in leveraging our best-in-class print, digital, and insights for client ROI benefit," said Trevor Hansen, CEO, EPMG. "Her expertise, passion, and leadership will be valued as we continue to grow as the leaders in the multicultural industry."

Most recently, Reyes was managing partner, director of multicultural North America of Mindshare NY. She led all multicultural business for accounts such as Sprint, Kimberly Clark, CVS, Abbott Pharmaceuticals, BP/Castrol Oil, AM/PM, ARCO, Regions Bank, American Family Insurance, USMC, Rent-A-Center, among many others. She led and helped grow Mindshare's multicultural media division with 2011 billings of over \$250 million from the U.S. Hispanic, Asian, LGBT, and African American business.

"Beyond traditional print, EPMG has a very impressive digital platform and sophisticated research tools which makes them the leader in the country," said Reyes. "I am truly excited to work with a company that is at the forefront of both industries."

Prior to her move to Mindshare NY, Reyes worked at Globalhue and Anita Santiago, where she presided over the creation of two separate multicultural media divisions. She has managed "best-in-class" advertisers such as Verizon, Toyota Motors, IKEA, Carl's Jr. Restaurants, XM Radio, Disney, ABC Networks, Got Milk?, Telemundo, and Wells Fargo.

EPMG is the leading multicultural media buying and planning partner in the United States. With a focus on hyper-relevancy, EPMG's expertise is leveraged by Fortune 500-level clients and major advertising agencies. EPMG combines proprietary research data, powerful c-suite level tools, and exceptional service with the proven effectiveness of multicultural print and digital

Ingrid Reyes Joins EPMG as EVP, Director of Client Solutions, Strategy, and Value

Written by Australian Business

media to give clients media solutions that deliver measurable ROI. For more information about EPMG, visit <http://www.epmg360.com> or call (866) 664-4432.