

NASA employee **ELIA ORDONEZ** has been named the National Hispanic Woman of the Year by the Worldwide Association of Mexicans Abroad. Ms. Ordonez was recognized for her support of Alabama's Hispanic community. She is the Hispanic program manager for the Office of Diversity & Equal Opportunity at NASA's Marshall Space Flight Center in Huntsville, Alabama. In May, Ms. Ordonez was invited by the Mexican consulate in Atlanta to represent Alabama in a community relations conference in Mexico City.



Telemundo has promoted **JULIO MOREL** to sales manager for its Miami national sales office. He was most recently an account executive for the office, representing Telemundo and NBC stations across the nation. Mr. Morel joined Telemundo in 2000 as director of program research, and he has 16 years of experience in the U.S. broadcast television market.

FEDERICO DUBERTI, CARLA TESAK, and **MONICA GUTIERREZ** have accepted positions with The Bravo Group, an agency that has specialized in Hispanic marketing for more than 25 years. Mr. Duberti will serve as account director, a post he had most recently with Vitruvio/Leo Burnett in Madrid. Ms. Tesak takes over as creative director after completing her tenure at Young & Rubicam. Ms. Gutierrez is The Bravo Group's new experiential director. She held a similar position previously with Trixel Inc., where her clients included Absolut Vodka (Hispanic), Heineken (Hispanic), and Coors.

INES CIFUENTES has received the sixth annual National Hispanic Scientist

of the Year Award from Museum of Science & Industry in Tampa, Florida. Since February, she has been the education and careers manager with the American Geophysical Union, focusing on encouraging young Hispanic, African-American, and Native-American students to study the earth sciences. A graduate of Swartmore, Stanford, and Columbia University, Ms. Cifuentes was Columbia's first Latin American woman to receive a Ph.D. in seismology.



ROBERTO PEDROSO joins Machado/Garcia-Serra Communications (MGS), a multicultural marketing agency, as vice-president/creative director. Mr. Pedroso holds more than 20 years of experience in the industry and arrives at MGS after serving as creative director for Revolucion Advertising in New York. At MGS, he will manage advertising campaigns for regional and national clients, including the Florida Power & Light Co.

Urban Marketing Corporation of America (UMCA), which serves clients such as Nike and PepsiCo, has named **JUAN M. MAYA** as president of



UMCA's Latino Division. His initial responsibilities include launching a Hispanic program for SOAPnet and finding partners for Nickelodeon's "Go Diego Go! 2007 Live Tour." Mr. Maya has experience creating marketing strategies for Major

League Soccer, the NBA's Golden State Warriors, and Major League Baseball's San Francisco Giants.

In September, **DANIEL MARRERO** of the CreativeOndemanD advertising agency was honored by his peers in receiving the HispanicAd.com Creative Director of the Year award during the Association of Hispanic Advertising Agencies' biannual conference in Miami. The nomination and distinction was based on 6,000 votes submitted to HispanicAd.com from advertising professionals in the Hispanic Market. Mr. Marrero is the creative director and founder of CreativeOndemanD.

SAMIRA TANURY joins Quepasa Corporation, which operates a bicultural Web site, to serve as senior marketer and lead its Northeast Hispanic advertising sales and marketing efforts. She previously worked for Toda Mujer, a Healthspring Communications publication, as an account manager who developed marketing plans for Fortune 500 companies.

MARTHA C. DE LA TORRE, the CEO and publisher of the Spanish-language weekly publication *El Clasificado*, has been appointed to serve a three-year term on California's Loyola Marymount University Board of Regents. She's also a member of its Mexican American Alumni Association Board of Directors. Ms. De la Torre founded *El Clasificado*, a Hispanic Business 500 company, and *Al Borde*, a biweekly alternative entertainment guide for the young Hispanic community.

