

Hernand Gonzalez – Experience Integrated Marketing Professional with proven track record of successful private and public sector initiatives.

Experience: 25 Years of Professional Experience

Hernand is an MBA with years of classical marketing and integrated marketing experience. Prior to The Integrated Marketing Group, Hernand held various Vice President and Director-level positions with the Pepsi Cola Company, Telemundo Network, Pepsi International, CFA, CIE-USA with area of responsibilities ranging from marketing services, media, strategic partnerships, community and public relations, TV productions, sponsorship, event marketing and entertainment, among others. Hernand has managed numerous integrated marketing campaigns, for the private sector and U.S. Government which include live TV broadcast of specials, documentary's, numerous presentations, among many others. His work has received numerous awards from recognized organizations such as the Smithsonian Institution, Emmy awards from the Academy of Television Arts and Sciences, MBDA Directors Award, USHCC Award, Pepsi Cola Company Marketing Awards, FBI CAA Award, NYS Troopers Awards, USDA – FSIS Outstanding Service Award, among many others.

Corporate Project Management Experience:

- Responsible as agency of record for U.S. Customs and Border Protection Advertising and marketing Recruitment services with a \$17 million budget for national/regional which included media, creative, strategic partnerships (multi-events), research, field marketing, production, monitoring, among others.
- Over 25 years of corporate experience working as the project manager responsible for strategic development tasks, implementation and execution of national integrated campaigns targeting influencers, opinion leaders, corporate sponsors, consumers, adults, youth, media, among others.
- Currently under TIMG his company has IDIQ's with Department of Defense for Entertainment and Production, U.S. Navy for Communications and with the USAF a BPA for production of Pentagon displays.
- He Negotiated, produced and aired numerous TV sponsored properties for (FOX 5 & My9), Telemundo Network & History Channel and other net
- Involved as project manager with numerous campaigns involving educational, consumer and community outreach, promotions, TV Spots, vignettes, corporate presentations, TV programs, live telecast and many more.
- Eleven years at Pepsi Cola as Director of marketing for New York Area, Director of Marketing for Latin America, National Manager of Multicultural Markets, marketing positions responsible for multi-million dollar marketing and media budgets nationally and bottler marketing field development/participation.
- Six years at the Telemundo Network as Vice President of Merchandising and Promotions responsible for millions of dollars in new incremental revenues and successful campaigns.

- Multiple projects with corporate integrated sponsorship campaigns working with clients such as Procter & Gamble, M&M Mars, Coca Cola, Unilever, DIAGEO, Pepsi Cola, Coca Cola, General Mills, Burger King Corporation, among many others.
- Founded TIMG and have successfully provided both private and U.S. Government sectors with top of the line execution of programs to clients such as USCBP, DIA, USAF, National Guard, USDA, U.S. Navy, Anheuser-Busch, New York Life, DIAGEO, among others.
- Conducted over 200 video interviews with motion picture celebrities, congressional members, educators, military heroes, musicians, law enforcement personnel, business leaders, surgeon general and many more.

Integrated Campaigns:

- For U.S. Customs and Border Protection integrated recruitment initiatives with sports, music with a focus in national events such as Spartan Race, BIG 10 and BIG 12, Country Music Festivals, Rodeo Tours, among others.
- Conceptualized and produced a five-time Emmy award documentary series which was integrated into a national community outreach campaign which included leadership presentations, school program to seven thousand schools and national telecast on the History channel and the Telemundo network.
- Produce school programs such as Glory, Stand and Deliver, Hispanic Heroes and Burger King's Latin Music Documentary that were associated with video productions targeting students nationally through media, retail, community relations and more.

Project Supervisor – Strengths:

- Capability of managing the production of promotional integrated projects and surpassing expectations with strong ability to multi-task managing company expectations and guide team to deliver on target all the proposed deliverables which normally consist of budgets, promotional implementation, branding, impressions, partner fulfillment and incremental sales.
- Program/Project Supervisor with strong adherence to timelines and budgets when implementing and executing client tasks and other productions such as media campaigns, outreach campaigns, mobile marketing tours, special events, video productions, among others.
- As the project manager in any given assignment, I have successfully demonstrated a strong ability to build synergy, empower staff, focus team efforts and achieve results that are beyond expectations and references will attest to this.

Formal Education

Manhattan College Graduate School – Riverdale, New York

- Master of Business Administration/Marketing Major
- Bachelor of Science – Business Administration – Marketing Major
- United States Air Force ROTC 560th Air Force Detachment – Manhattan College