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Contact for Information and Additional Photos:

Gabriella Aballi
(305) 860-1000 ext.106
gaballi@jeffreygroup.com



JORGE ORTEGA NAMED TO FSU CENTER FOR HISPANIC MARKETING COMMUNICATION ADVISORY BOARD

MIAMI – July 13, 2010 – Jorge Ortega, President of The Jeffrey Group, has been named to the advisory board of The Center for Hispanic Marketing Communication at Florida State University. The Center is the first of its kind in the United States devoted to educating students as well as professionals in the Hispanic marketing field.

“Jorge adds real-world Hispanic and Latin America agency experience to our advisory board, and his participation will add a valuable perspective to our educational mission,” said Center Director, Dr. Felipe Korzenny.

Dr. Korzenny is a professor of advertising and integrated marketing and management communication at Florida State University and the founder of a multicultural communications consultancy.

In addition to serving as a counselor for Center operations, Jorge will mentor students from the program as they pursue their studies and career in Hispanic marketing and communications.

The Center is focused on educating students to become professionals who will conduct relevant research and serve the Hispanic marketing industry. It is a leading source of knowledge about the Hispanic market.

Jorge leads the leading integrated communications firm helping companies target Latin audiences across the Americas. With wholly owned offices in New York, Buenos Aires, Mexico City and São Paulo in addition to its Miami headquarters, The Jeffrey Group provides a full range of public relations, communications and marketing services to top global companies including Abbott Laboratories, Airbus, American Airlines, Bayer, Coca-Cola, Diageo, Hasbro, Johnson & Johnson, Kaspersky, Pfizer, T-Mobile, and Volkswagen, among others.

Jorge’s career spans 25 years working in Washington, D.C., New York, Chicago, Mexico City and Miami. He worked at Burson-Marsteller for 16 years before joining The Jeffrey Group in 2005. Jorge is a graduate of The American University in Washington, D.C., where he received a Bachelor of Science in business administration, majoring in marketing. He is the founder and past chair of the International Kids Fund (IKF)/Wunderfund that provides life saving medical treatment for children from around the world.



<http://hmc.comm.fsu.edu/Advisory-Board>

About the Center

The Center for Hispanic Marketing Communication at Florida State University is the most authoritative source of knowledge, production, education, and professional training in Hispanic Marketing Communication in the United States. The Center is a national hub for innovative research, education, and training of marketing professionals by means of a partnership between academia and industry.

About The Jeffrey Group

Established in 1993, The Jeffrey Group is the leading independent agency focused on providing integrated communications expertise to help multinational companies and organizations throughout the Americas connect with Latin audiences and the stakeholders that influence them. The firm has adopted a unique approach to developing and managing creative communications for major companies across the hemisphere including Abbott Laboratories, Acer, Airbus, American Airlines, Bayer, Coca-Cola, Hasbro, Johnson & Johnson, Kaspersky, T-Mobile, and Volkswagen among others. In addition to wholly owned offices in Miami, New York, Buenos Aires, São Paulo and Mexico City, the company maintains an exclusive Local Service Partner network to cost-effectively provide clients with local insights, strategic counsel and tactical support in multiple markets throughout North and South America.