



**Arminda “Mindy” Figueroa**, celebrating her 10th year as the Founder & CEO of the award winning, Fort Lauderdale headquartered engagement solutions agency, L2L Marketing + Communications, is a true maverick, and recognized leader in the traditional, multicultural, direct and digital marketing fields. She has built a successful career focused on generating awareness of the essential role of the multicultural market in corporate America. Prior to launching L2L, Mindy was Project Director for Scholastic Media, and oversaw the launch of the children's TV series, *Maya & Miguel*, the #1 new TV show for kids on PBS. Figueroa previously held senior marketing positions at The Bravo Group (a Young & Rubicam agency), Univision.com, Verizon and Anheuser-Busch. Ms. Figueroa is a frequent presenter at industry seminars and conferences, and is a board member of the Hispanic Federation of New York among others.