



laGALERÍA Addresses Growing Demand with Multicultural Specialist
Utah multicultural marketing agency welcomes Ivan Rodriguez

FARMINGTON, Utah – April 21, 2011 – laGALERÍA, a full-service multicultural marketing communications agency within the ThomasARTS family of companies, announced that Ivan Rodriguez has joined its team to assist in business development and media planning. Rodriguez will build upon laGALERÍA's singular offering to the regional multicultural market, while expanding reach and refining the agency's scope of offerings.

Rodriguez brings a robust repertoire in Hispanic broadcast media, having served as general sales manager for several regional Spanish-language television stations. The laGALERÍA team also values Rodriguez's honed understanding of cultural idiosyncrasies and linguistic discrepancies.

"Ivan's particular brand of skills and experience, and his unmatched familiarity with the relevant media markets, make him a valued addition to the laGALERÍA team," said Alex Guzman, Director of laGALERÍA. "His involvement will further strengthen our position as the leading multicultural agency in the region."

laGALERÍA creates marketing strategies specifically for Hispanics through a transcreative process that applies appropriate tonality, cultural nuances and colloquialisms, rather than simply translating existing communications from English to Spanish. The result is marketing strategies that are persuasive, relevant and actionable.

"laGALERÍA's value lies in its intrinsic understanding of brands, audiences and the relationships one has with the other," said Rodriguez. "This knowledge is then applied to expertly crafted, full-scale campaigns and strategies. I am looking forward to playing a part in this process."

For more information about laGALERÍA, please contact Alex Guzman at (801) 451-5365 or alex.guzman@thomasarts.com.