



### **Mrs. Gisela Feliciano**

President, Sales Marketing Executive Association  
of Puerto Rico (SME)

**G**isela Feliciano has over 18 years of experience working with leading companies to optimize business results and develop succession plans. As a top executive in several positions she was able to increase profits and investment returns besides working with their financial growth.

Feliciano currently works with Mass Mutual Financial Group, developing financial strategies for Corporations and Individuals.

Prior to working with Mass Mutual, Feliciano was the General Manager for Hanes Brands Inc. She also worked as a senior executive for Maytag International, Polaroid Latin-American and Calvin Klein International.

In her successful career she has also managed for more than 10 years different markets across Latin America, Central America and the Caribbean.

Feliciano has a Master's Degree in Marketing from the Phoenix University, is licensed in Life and Disability Insurance, and is also certified as a Marketing Executive (CME®) of the SME International. She is currently President of the Sales & Marketing Executive Association (SME).

Feliciano also collaborates with several non-profits organizations donating her time to organizations like the Muscular Dystrophy Association among others. She is currently the President of United Ways' "Círculo de Honor" (United Ways Leadership Group).