

PUERTO RICO

TELECOM



CONFERENCE 2011

THE NEW FUTURE



Mr. Andrés Claudio-Flores

President, Grey Puerto Rico

Andrés Claudio Flores comes to Grey Puerto Rico from Universal McCann, the full-service media communications agency of the Interpublic Group of Companies (IPG) in Puerto Rico, where he has served as General Manager. During his three years with the company, he was also overseeing the media strategy, planning and implementation for such clients as L’Oreal, Maybelline, Garnier, Cadbury Adams, General Motors, American Airlines, PERONI beer and Brown-Forman, as well as MasterCard across Caribbean and LATAM, and HBO across LATAM.

Earlier in his career, Andrés spent more than a decade at Arteaga & Arteaga, a well-known Puerto Rican advertising agency. He began in media becoming Senior Vice President, Media/Research and rose through the ranks to serve as Senior Vice President, Account Services.

During his successful tenure, Andrés excelled in leveraging brand vision, strategy, innovative research and creativity into powerful integrated communications for such blue-chip clients as Bristol-Myers Squibb, Procter & Gamble, Mars, Citibank across Caribbean and LATAM, Panasonic, Paramount Pictures and Primera Hora newspaper, among others. He also developed a Caribbean network to serve Mead Johnson Nutritionals in the English and Spanish speaking countries.

Andrés was responsible for leading the 1st “Generation Y” teenager market study in the local market, as well as the “M Trend” research about the metrosexual consumption behavior. Mr. Claudio graduated with a BA in Communication Studies from the University of Puerto Rico and holds an MA in Advertising Management & Marketing from Michigan State University. He also serves as a Professor of Consumer Behavior, Marketing and Advertising at the University of Puerto Rico.

He was named Primera Hora newspaper’s “Man of the Year” in 2005 and served as President of the Sales and Marketing Executive Association of Puerto Rico 2004-2005.