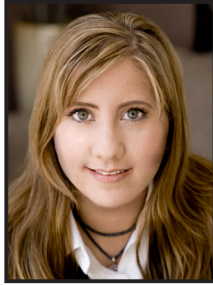


# GABY ALBAN ■ BIOGRAPHY



Gaby Alban is co-founder and Chief Operating Officer of Conexión, a strategic marketing and public relations firm that specializes in reaching the Hispanic market. An entrepreneur at heart and by heritage (her family created La Salsa, the original chain of fresh Mexican taquerias) Gaby co-founded Conexión in 2002 to marry her deep knowledge of both the corporate world and the U.S. Hispanic community. Born and raised in Los Angeles, California, and of Mexican decent, Gaby is passionate about sharing the traditions of her Hispanic culture with the United States' mainstream. In 2006 and 2007 Gaby was named to Latin Business magazine's Latin Business 100 list.

Gaby's roots in the service industry fuel her desire to ensure that Conexión's clients receive an unparalleled level of service and quality. To that end, she takes a strategic approach to her clients' Hispanic marketing programs, helping them achieve their goals not just on individual campaigns, but year after year. And because she understands that any marketing campaign is only as good as the infrastructure in place to support it, she provides clients with strategic plans to fill all of their Hispanic marketing needs—from research and planning to staff development, communications strategy, media relations, advertising creative and media buying, Web strategy, event planning and more.

Gaby and her team pride themselves on meticulous planning based on thorough research. Rather than telling you what they think you want to hear, they'll always tell you the truth about what they believe your business needs—and they'll show you the research that framed those beliefs. Most importantly, they'll show you how that information can contribute to a strategic plan that will help your business succeed.

With offices in Los Angeles and Miami, Conexión boasts an impressive list of Fortune 500 clients including Ford Motor Company, Countrywide Financial, ESPN Deportes, Payless Shoe Source, T.J. Maxx, Marshalls, and many others. In 2005 Conexión was inducted into Lumin Collaborative, a unique think tank of distinguished, independent agencies working together to share resources, identify best practices and develop new concepts, products and services. The collaborative includes the highly esteemed firms Capstrat, CRT/Tanaka, Conexión, Dix-Eaton, Padilla Speer Beardsley (PSB), Peppercom and Springboard Consulting.

Before founding Conexión, Gaby played an integral role in the growth and development of Orca Public Relations, a division of La Agencia de Orca, where she strategized, planned and consulted on the "latinization" of *The Bold and the Beautiful*, a CBS Television Network drama broadcast in over 100 countries daily with an audience of more than 300 million viewers. At La Agencia de Orca, Gaby also worked with PepsiCo Foods Imports, Allstate, Walt Disney Pictures, Krispy Kreme and other key clients. Gaby was responsible for the talent management on several programs for the Telemundo Network in Los Angeles and Miami.

A graduate of Pepperdine University, with a bachelor's degree in International Studies with a focus on Intercultural Communications, Gaby is passionate about giving back to her community. She and her husband, a physician, regularly volunteer their time at the Painted Turtle, one of Paul Newman's Hole in the Wall Camps for children with chronic illnesses. Gaby has previously volunteered with the San Fernando Valley Youth Partnership, United Cerebral Palsy (UCP), Hispanic Employees of Restaurants Outstanding Service Awards (HEROS), Court Appointed Special Advocates (CASA) and other organizations.

A native Californian with roots in Mexico, Gaby is truly bilingual, bicultural and connected to both of her cultures equally.

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