



**"Education is the ability
to listen to almost anything
without losing your temper
or your self-confidence."**

Robert Frost

youth business: Alliance

Guest Speaker: Terry Soto
Tuesday, December 9, 2014

Introduction

- My name is Teresa Jenny Soto Barragan (aka, Terry, Jenny) and I am 55 years old.
- I am a published author and President & CEO of About Marketing Solutions, Inc.
- I consult for Fortune 50 – Fortune 500 companies to help them grow sales among U.S. Hispanics.

The Early Years...

- I was born in Guayaquil, Ecuador and lived there until I was 6 ½.



2 yrs old with
mom and dad



4 yrs old at the park



5 yrs old in my favorite
dress



6 yrs old – my first
communion

The Big Move...

**In 1963, My Dad Came To America
With \$250 In His Pocket.**



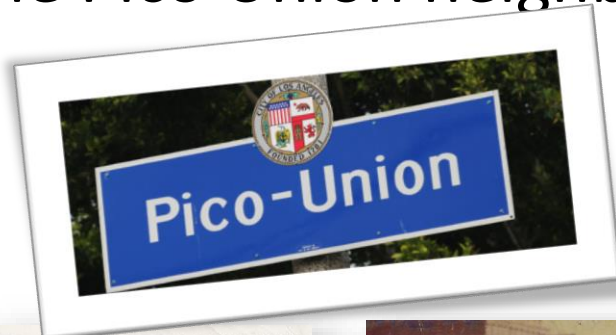
**Two years later my mom, sister
and I followed.**



**At the airport waiting to board
our plane to America.**

More Early Years...

- We settled in the Pico Union neighborhood in Los Angeles.



7 yrs old with mom and sister – that's not our car.



7 yrs old at the zoo!



8 yrs old w/ family at Griffith Park Observatory



10 yrs old w/ Doc and my tape recorder at Disneyland!

Growing up...



Posing with Mother's Day presents in 1971
– I was 12



Christmas in 1972
– I was 13



Junior High School Graduation in my "Princess" dress in 1974

At 17 w/ fashion pics on my bedroom wall



NOTE: English Forbidden at Home!!!

Work Ethic At An Early Age

- While we slept, my parents made children's' clothing to sell at the swap meet every weekend.
- When I was 12, my parents opened their first store.
- At 15, a second store opened on Broadway in downtown Los Angeles and they doubled the size of the first store.
- We ALL worked seven days a week! *Ok, on Sundays only until 2pm.*

**DREAMS
DON'T WORK
UNLESS
YOU DO**



Swap Meet
9 – 12 Yrs Old



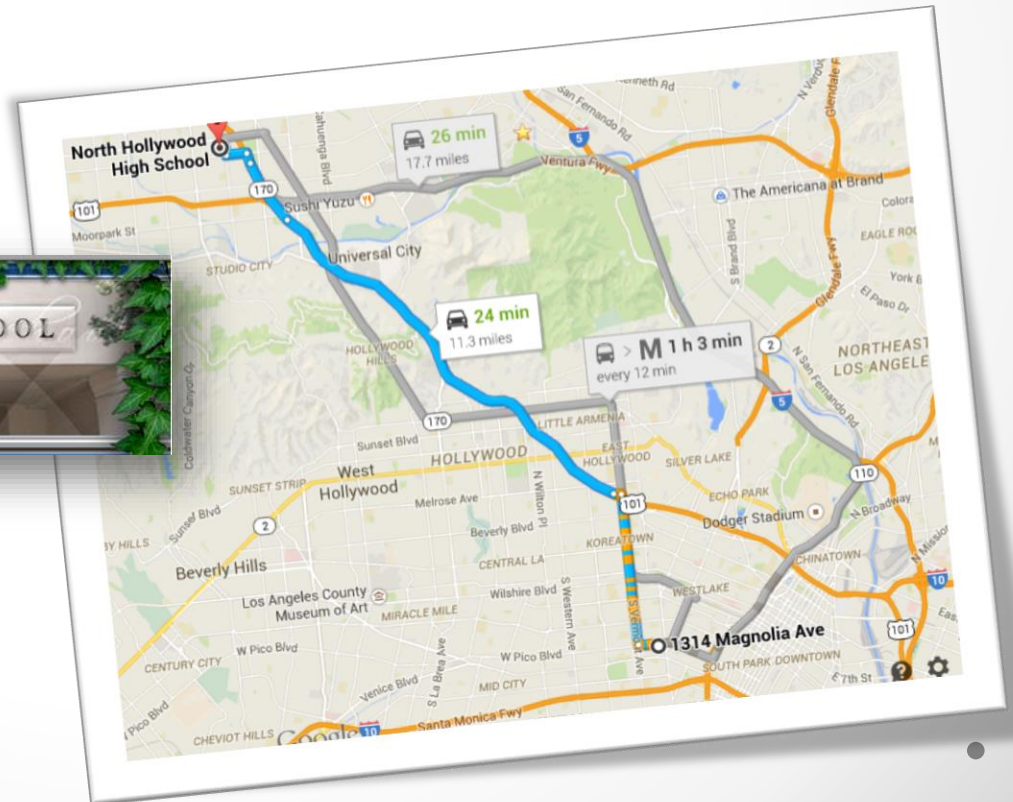
13 Yrs Old



18 Yrs Old

Where Did I Go To High School?

- I attended Jr High and High School in North Hollywood, California.
- I was bused to “white neighborhood” schools starting in Jr. High.
- Parents’ goals were:
 - ‘Safer” schools
 - Speak English well and no accent



High School Just Another Day...

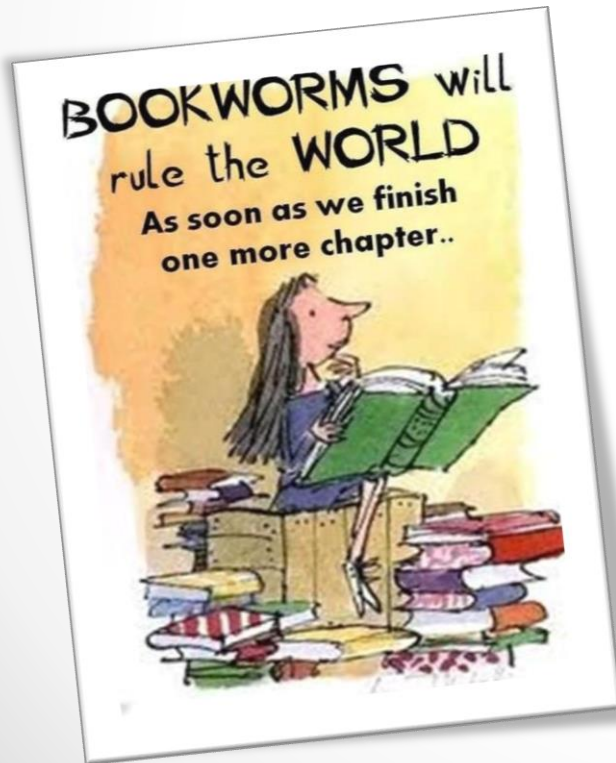
- As a HS student, I was outgoing and made new friends easily.
- But, activities after 3pm when my school bus left were impossible.
- Besides, I had to get home to work in the family business!



High School Just Another Day...

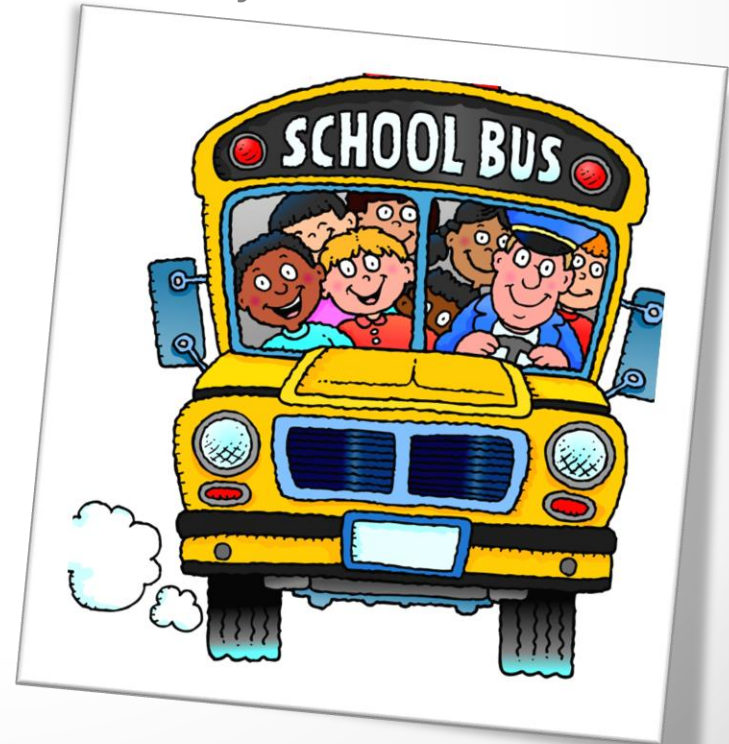
Things I Loved!

- English
- History



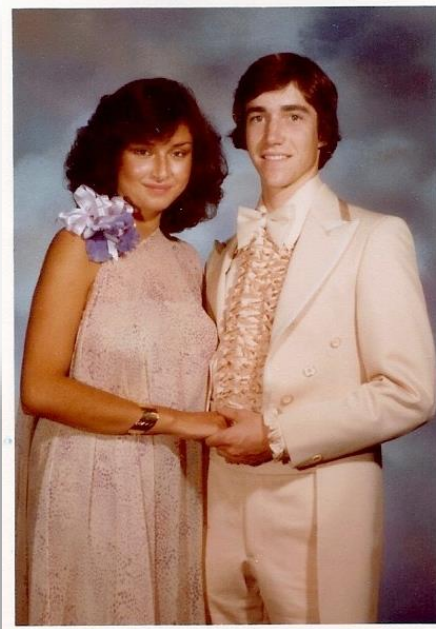
Things I Did Not...

- Waking up early to catch the school bus at 6:30am
- Far away friends



Fondest High School Memories

- Senior Year!
 - Only 2 classes
 - Powder Puff Game
 - Prom
 - Graduation



High School Challenges and Opportunities

- Challenges

- Culture Clash!

- New World

- Different food, religions, dress code, liquor, drugs pressures and irreverent behavior with parents, relaxed parent rules

- Old World

- Ultra-Traditional and Strict Parents – no after school related activities especially at night – i.e. parties, football games

- Opportunity

- Learned to selectively adopt behavior that...

- allowed me to survive and even thrive with relative ease
 - met the expectation of the host school environment
 - allowed me to remain true to values instilled by my parents



Going to College?

- College was not in my parents plans for me - expected to graduate and work in the family business.
- College plans did not go over well. I moved out when I turned 18 – ***I was immediately disowned!***
- Worked full-time and attended college in the evenings and weekends.
- As my jobs grew more demanding, I had to switch to an online option.
- Attended Pierce College in Woodland Hills, Cal State LA and University of Phoenix for Undergrad.
- Finally, after several years, I finally graduated with a Bachelor of Science.



Working My Way Through College

- Job #1 & #2: Retailing - What I knew best!
 - Sales person at Joseph Magnin and Bullock's
- Job #3: The National Research Group - Motion Picture Market Research
 - Penciling, RSVPs, Coding, Recruiting
 - Promoted after only 9 months
- Job #4: Lieberman Research Worldwide – Market Research
 - Research analyst
 - Helped expand Movie Research business

After Graduating College...

- Job #5: Research Resources, Inc.: Media Research
 - First Hispanic TV Viewing People Meter Enumeration Study for Nielsen Company
 - Promoted to Senior Analyst
- Job #6: Chiat / Day Advertising: Hottest Ad Agency in 1990
 - Recruited to be Strategic Planner on Nissan USA
 - Led Nissan's First Hispanic efforts
- Job #7: cruz / kravetz: IDEAS: Hispanic Marketing and Advertising
 - Director of Client Services and Strategy
 - Grew from 4 to 45 employees working with a myriad of blue chip clients
 - Promoted to Managing Partner / Vice President of Client Services and Strategy
- Job #8: About Marketing Solutions, Inc.: Strategy Consulting
 - Full Circle to Entrepreneur
 - Specializing in Hispanic marketing strategy



: about marketing solutions, inc.

I help clients achieve profitable growth by optimizing their strategies to succeed in the Hispanic market.



Partial List of My Clients in Last 14 Years



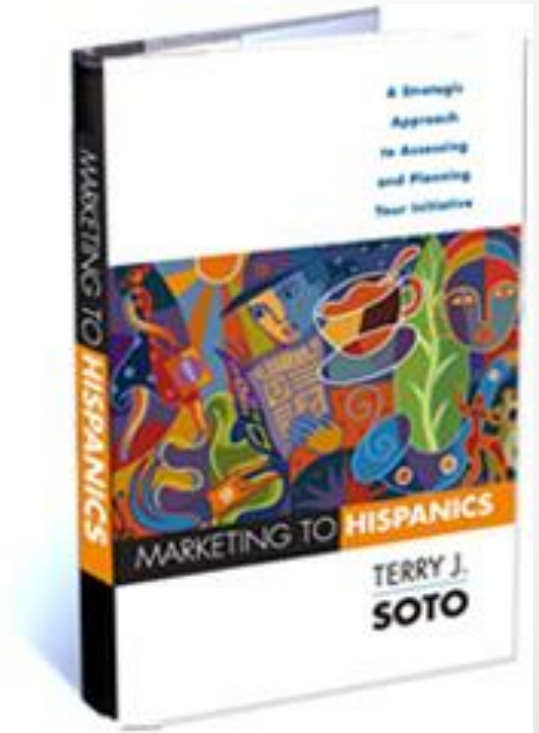
What Do I Do All Day, Anyway?



Writing a Book

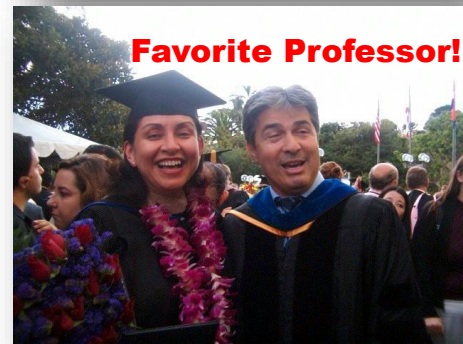
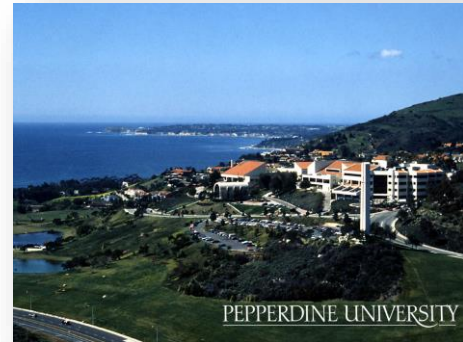
Amazing and Gut Wrenching Experience!

- On the heels of a well received industry report, *Grow With America Best Practices in Ethnic Marketing and Merchandising* for the Coca Cola Company.
- Kaplan Publisher hired me to write a book on Marketing to Hispanics.
- Sold over 10,000 copies and has been reprinted twice.
- Speaking engagements and new projects followed.



Consultants Need An MBA

- Executive MBA 2003 – 2005.
- Graziadio School of Business and Management at Pepperdine.
- Like a second job for 20 months.
- Now, I frequently guest lecture on Hispanic Marketing Strategy to graduate marketing students at Pepperdine.

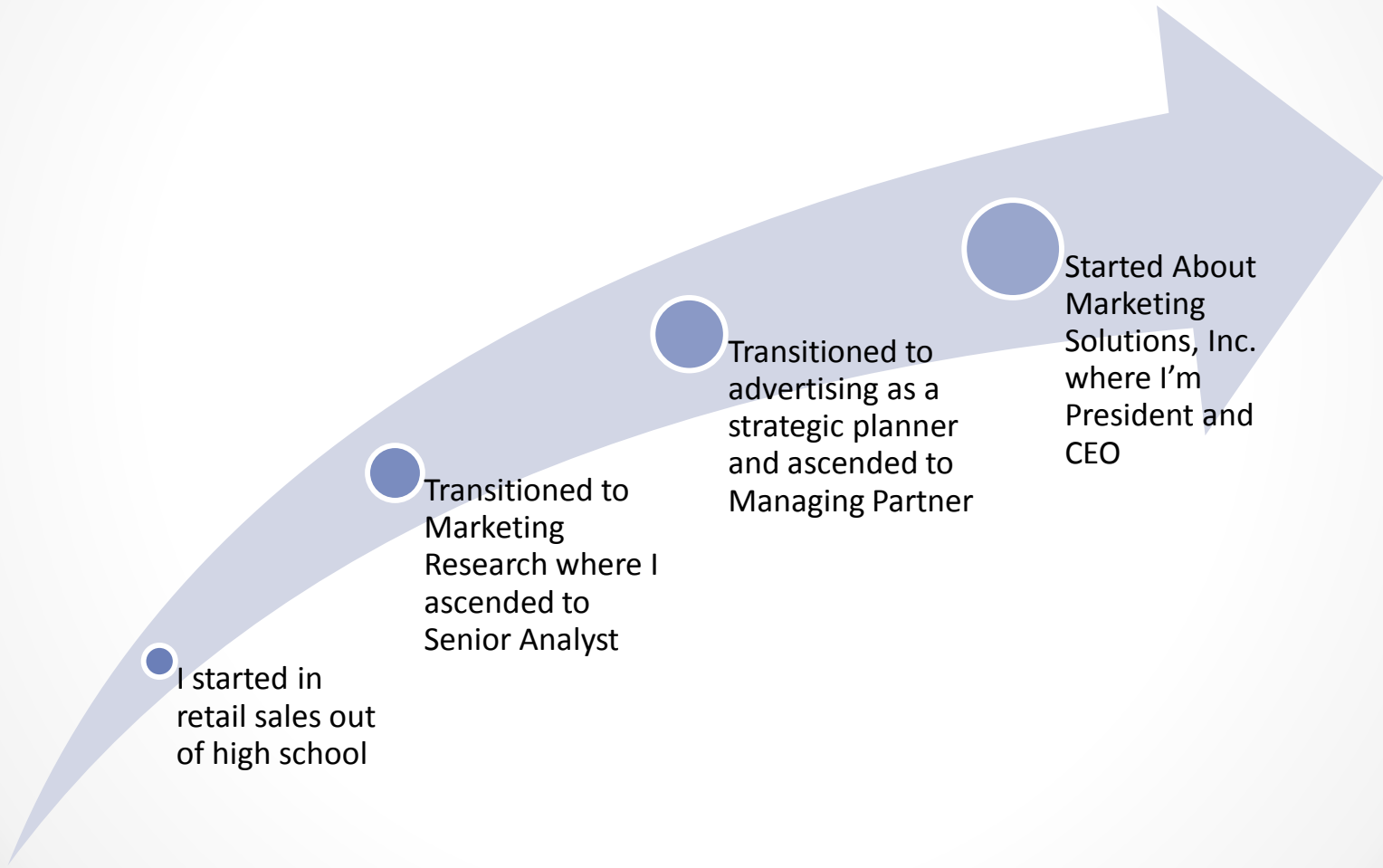


We Need More Hispanics MBAs

- How to get more Hispanics into grad school?
- Ran for and was elected President of the National Association of Hispanic MBAS LA Chapter.
- The Chapter had lost membership and corporate funding momentum.
- Between 2009 and 2012, I recruited a board of professionals and worked to reinvigorate the chapter.
- I eventually left it in the capable hands of a new President and 13 hand picked board members.



It's Been A Great Ride!



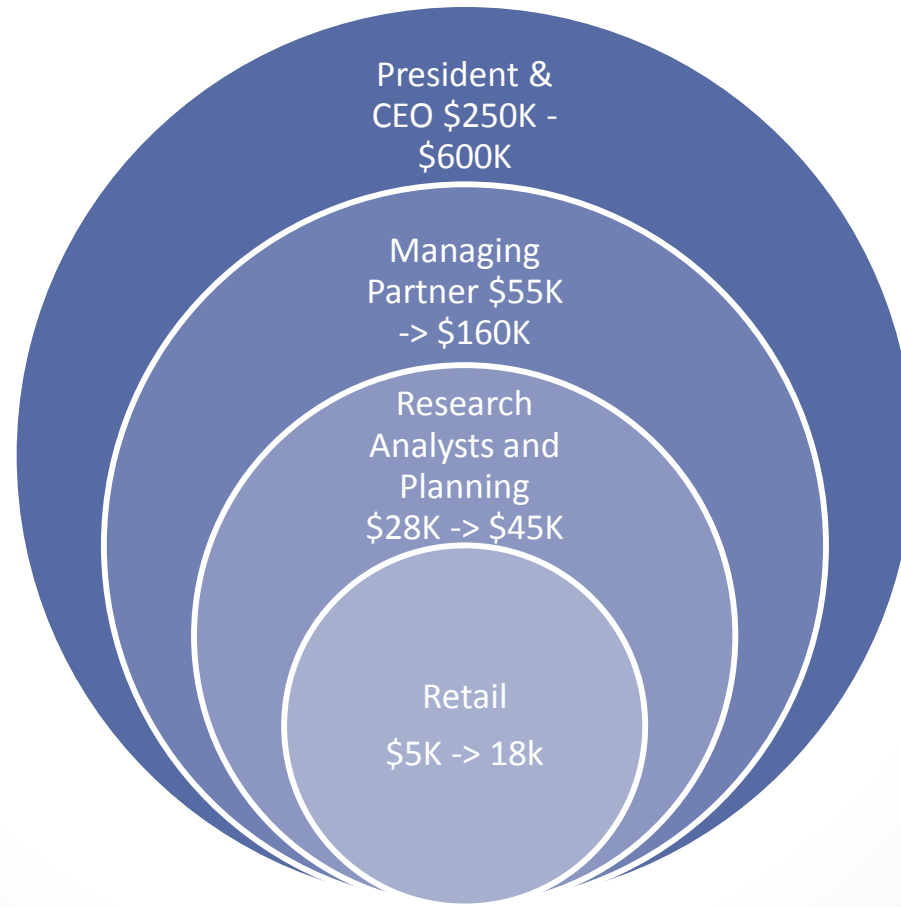
I started in retail sales out of high school

Transitioned to Marketing Research where I ascended to Senior Analyst

Transitioned to advertising as a strategic planner and ascended to Managing Partner

Started About Marketing Solutions, Inc. where I'm President and CEO

What's the Money Like?



Lessons Learned In My Life

1. There are lots of ignorant people who say and do ignorant things. Ignore them.
2. If we don't believe we deserve it, they won't believe it either.
3. Being Hispanic should be inconsequential when competing for work. Talent and confidence are the only things that matter.
4. Our cultural background is rich and interesting and complements any situation. Believe it and others will believe too.
5. You can always find a way to make another dollar, but you can't make another minute. True wealth is discretionary time to spend with what fulfills you.
6. Most everything your parents say today and do will serve you well throughout your life.



ACADEMIC EXERCISE

- We will now spend several minutes discussing the day's academic module and how it is relevant in the 'real world'

QUESTION AND ANSWER

