

# Terry Beltrán-Miller

President & CEO,

**VISTA LATINOS**  
EMBRACE THE LATINO BOOM

**T**erry (Teresa) Beltrán-Miller, a Bolivian American born in Kansas City, Missouri, received her undergraduate degree from Michigan State University and her MBA from Central Michigan University. Beltrán-Miller's professional experience includes e-commerce, advertising, event and multicultural marketing for the Hispanic, Women, Youth, Mobility, and other international markets, as well as for the general U.S. marketplace. She held various Marketing and Engineering positions for General Motors and also worked for the leading Spanish Network, Univision. Her experience in corporate alliance projects in Marketing and Advertising involved companies like Disney, Kellogg's, WNBA, Council of Fashion Designers, Intel, PBS, and Warner Brothers.

Today, she is the President of an Hispanic Marketing Company, Vista Latinos ([www.VistaLatinos.com](http://www.VistaLatinos.com)). Her business helps CEO's understand how to strategically increase their market share within the U.S. Hispanic market. The Hispanic market numbers 40.4 million today and their purchasing power is expected to be over one trillion by the end of the decade. Her motto is also her company mission statement - 'Embrace the Latino Boom'. Her business goal is to be the lead in developing strategic marketing and advertising results for her clients, no matter what stage they may be in their Hispanic Marketing efforts. She identifies four areas that most companies are at in reaching the Hispanic market:

Stage One - Beginning to consider reaching the Hispanic market.

Stage Two - Have some advertising efforts started, but need to strengthen their cross functional efforts in order to effectively built long lasting relationships with the Hispanic consumer.

Stage Three - Their efforts in reaching the Hispanic market did not provide effective results, therefore analysis of the situation is necessary

Stage Four - Their efforts have been effective for some time, but due to changes in the organization, they now are losing their ability to deliver results.

In 2002, Ms. Beltran-Miller served as Chairwoman of Automation Alley's GLI-MA - Great Lakes Interactive Marketing Association. In 2005, she served as the Marketing Chair for the Hispanic Business Alliance Exposition and Economic Summit. She led the development of the 2nd Annual Latina Pioneer Sum-

mit, and the 1st Career Fair, a joint effort between Latina Style magazine, NSHMBA and the Michigan Hispanic Chamber of Commerce. She has been elected as the 2007 President of the National Society of Hispanic MBA's, Detroit Chapter. She takes pride in the talent and passion that her board officers have displayed with the recent NSHMBA kick off presentation at the Detroit News/Free Press on February 1, 2007. The organization's goal is to foster education and professional development in order to build more Latino leaders in our community. That will happen through the support of Corporate Partners such as Comcast, Compuware, DTE, Rock Financial and more that are rapidly coming on board with NSHMBA-Detroit Chapter throughout the state of Michigan. Terry's strategic goal for the Chapter is to reach out to the Mid-Michigan and West Michigan community of Hispanic professionals and students through NSHMBA events planned for Saginaw and Grand Rapids. The NSHMBA 2nd Annual Career Fair led by NSHMBA Education Officer, Arturo Ordaz will be hosted by Wayne State University on April 5, 2007. It is expected to draw a lot of professional Hispanics and Students from not only Detroit but from nearby states.

Ms. Beltran-Miller has been invited to speak at many events like National Council of La Raza, and other Hispanic Business events, in the area of Hispanic consumer marketing and career opportunities. She was a speaker in 2006 for the Hispanic Business Alliance Expo, on sales and marketing techniques for Hispanic Small Businesses. On February 24, 2007, Terry will be the keynote speaker for "Dia de la Mujer", an event held annually at Michigan State University that attracts over 1,000 Latina attendees. Latinas are the fastest growing groups of women in today's workforce. On a national scale, Latina business owners are booming in the United States. On a national scale, the numbers grew to nearly 554,000 in 2004, up 63.9 percent from 1997. Terry recommends that Latina professionals continuously develop their skills and knowledge. There are many options for Latinas interested in becoming business owners, especially with the availability of bilingual business training materials. The American dream is achievable only if you have the passion and the persistence to overcome obstacles in your journey to success.

To learn more about Vista Latinos visit: [www.VistaLatinos.com](http://www.VistaLatinos.com) To learn more about the National Society of Hispanic MBA's visit: [www.detroit.nshmba.org](http://www.detroit.nshmba.org)

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Terry believes in educating companies about the importance of extending their general marketing efforts to the Hispanic market.