



## MARKETING AND COMMUNICATIONS EXECUTIVE

A multi-faceted leader with 15+ years of experience in marketing and communications, Ms. Lucia Rodriguez has a successful track record of increasing brand awareness, increasing customer satisfaction, and driving sales and market share growth for industry leaders Comcast NBCUniversal, Starz Encore, MediaOne/AT&T Broadband, Claxson/Cisneros TV, and others. She possesses a global perspective from working with the United States, Latin America, European markets.

Leveraging extensive experience in marketing strategy and creative development, integrated marketing communications, and sales channel optimization, she has developed and implemented innovative product launches and winning brand and marketing campaigns across traditional and digital/social media. Her career includes numerous successes, and she is the recipient of many industry awards.

Ms. Rodriguez is especially effective at integrating all marketing, communications, and sales efforts, thus creating a synergy for maximum results and provides a vast array of executive operations and leadership expertise, including:

- Development of acquisition, retention, and upgrade strategies to increase penetration, including market segmentation, opportunity analysis, creation and execution of targeted tactics for cost-effective impact. Refinement or conception of product, packaging, pricing, special offers to maximize revenue, and subsequent development of customer communication and advertising plans that increase awareness, brand recall, and mind share are among her hallmarks.
- A team builder and effective communicator, Ms. Rodriguez has demonstrated the ability to establish and maintain C-level relationships, reengineer processes and develop cross-functional teams to support strategic initiatives and produce meaningful and measurable growth and success throughout her professional career. She has counseled senior executives and regional heads on marketing strategies, and she has implemented communications plans that ensure a brand is accurately communicated throughout the entire business.
- Irrespective of the industry, she quickly assesses and gains an in-depth understanding of an organization and its products, services, customers, and markets, enabling her to apply her management and leadership skills to build the business by identifying forward-thinking solutions and bringing out the best in every team member. She is exceptionally skilled in exploiting an organization's strengths, creating new business capabilities, building cohesive teams, establishing strategic plans and partnerships, and driving bottom-line growth.
- Ms. Rodriguez is particularly adept at launching new brands, breathing life back into stagnant ones, and understanding and responding to key client/customer motivation drivers with innovative, profit-driven solutions. She is skilled at leading and managing organizational change and has the strategic focus, competitive drive, and leadership ability to carry the day no matter how challenging the situation.

Ms. Rodriguez is a recognized subject matter expert in multicultural marketing and cross-cultural communications, enabling her to effectively translate general market strategy into segment and in-culture marketing approaches in local and international markets.

Throughout her career, she has championed Diversity, Equity, and Inclusion initiatives, with experience leading Employee Resource Groups (ERGs) and supporting DE&I programs in the Telecom, Media, and Cable TV industry. She is an active member of her professional community and highly visible through her extensive service in the various marketing industry and non-profit organizations, serving as a leader and mentor for the National Association for Multi-Ethnicity in Communications (NAMIC), the Association of National Advertisers (ANA), Women in Cable Telecommunications (WICT), and others.

More recently, as part of her commitment to serve the community and advocate for the needs of the most vulnerable segments, Ms. Rodriguez has served as Chair of the Marketing Committee and Chair of the Board of Directors at Hispanic Unity of Florida (HUF), one of South Florida's largest not-for-profit serving the needs of new immigrants.

Ms. Rodriguez's diverse and progressive career path has provided her with a broad-based perspective and a wealth of experience and knowledge. Her highly developed skills and boundless energy have allowed her to progressively move to positions of more responsibility and authority. Her instincts and passion, which have been the driving force behind her success, cause her to continually seek opportunities to add immediate value and make a lasting impact.

A cosmopolitan, multicultural, multilingual person, Ms. Rodriguez has traveled extensively and is highly familiar with business cultures throughout North and South America and the European Union. She is fluent in English, Spanish, and Portuguese.

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## Education

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Ms. Rodriguez's distinguished career was built on a solid foundation of education and training. She holds a Master's degree in Broadcast Administration from Boston University. Her Master's thesis, sponsored by Continental Cablevision, was entitled "Cable Television and the Hispanic Market in the United States."

She earned her Bachelor of Science degree in Mass Communication at the Universidad Católica Andrés Bello, one of Venezuela's largest universities. Her focus during her undergraduate work was Advertising and Public Relations.

She advanced her knowledge by completing an Executive Leadership Development Program at the University of Virginia's Darden School of Business. She also holds a Digital Marketing Professional Certificate, granted jointly by the American Marketing Association (AMA) and Digital Marketing Institute (DMI). Adept at learning and staying abreast of new trends and approaches, Ms. Rodriguez is currently pursuing a Certificate in Diversity & Inclusion at Cornell University.

### **SSG Consulting – April 2021 - present**

#### **VP of Cultural Insights and Marketing Strategy**

Ms. Rodriguez is currently the VP of Cultural Insights and Marketing Strategy at SSG Consulting, a Los Angeles based B2B Multicultural and Diverse Marketing and Research consultancy firm, Co-founder of ANA's AIMM (Alliance for Inclusive and Multicultural Marketing), and co-creator of CIIM (Cultural Insights Impact Measure.)

Reporting to the President/CEO, Mr. Rodriguez is responsible for leading the company's growth initiatives and developing and implementing business strategy and marketing plans. She brings more than 15 years of leadership experience designing effective programs that increase market share and drive revenues, guiding her business clients through the development of fact-based business models and leveraging advanced consumer research, competitive intelligence, marketing and sales analytics, size-of-the-prize scenario planning, innovative market segmentations, and actionable consumer segment insights. Clients include St. Jude/ALSAC, Feeding America, USAA, Eli Lilly, Sparkling Ice, and Sierra Club.

### **Comcast NBC Universal – June 2006 – March 2020**

Before joining SSG Consulting, Ms. Rodriguez was employed by Comcast for nearly 14 years, a global media and technology company and one of the largest telecommunications providers under the Xfinity brand in the United States. During her tenure with Comcast, she advanced through leadership positions and progressively increased the scope of responsibility.

#### **Divisional Director of Marketing and Sales Communications**

Ms. Rodriguez was the Divisional Director of Marketing and Sales Communications from August 2016 to March 2020. Reporting directly to the VP of Marketing Strategy, she partnered with key functional groups, including Product Marketing, Marcom, and Sales/Care teams, to effectively integrate new products and initiatives to acquire, serve, and retain customers. She also led the development of internal communications, training, and employee engagement and performance programs, and repositioned Latino products, developed fresh content, and optimized marketing communications among Latino and other ethnic market segments.

Highly effective, Ms. Rodriguez's expertise and energetic leadership drove the development of growth-oriented marketing strategies and expanded Latino and International products' overall market penetration. She was a key member of the National Multicultural Marketing Team and served as a subject matter expert to Regional, Division, and HQ Marketing teams. She orchestrated and led the launch of the new Xfinity Latino packages, new International packages, and new Modular Pricing programs.

*"While at Comcast, Lucia led development of key projects and brought forth complex initiatives. Lucia's collaborative leadership skills were evident as she worked with Divisions, Regions and Corporate teams to align a cross functional team on strategy and execution with great success. I have always praised her passion for driving results, developing people and advocating for necessary change. The tenacity, creativity and sales and marketing acumen that Lucia possesses would be an asset to any growth focused organization."*

*VP, Multicultural Marketing  
Communications, Comcast HQ*

## Senior Director of Marketing Strategy, Multicultural (National)

In this national-scope position, she led the development and implementation of marketing strategies that increased market share across all product lines, working closely with a team of six Division Vice Presidents and Directors. Senior leadership brought Ms. Rodriguez to HQ to reduce Hispanic churn and protect market share by improving retention performance. Later, she was given additional responsibility for the Acquisition Marketing strategy, focusing on diverse segments and becoming the head of that function at the beginning of 2014.

Ms. Rodriguez pioneered several acquisition marketing capabilities, including the tracking, measuring, and optimized targeting of multicultural market segments, steadily increasing Hispanic market penetration, video growth, and customer retention each year during her nearly four years in this position. Ms. Rodriguez also enhanced brand awareness and accelerated growth through her astute development and execution of integrated marketing approaches, earning prestigious industry awards. Further, she provided strategic direction and served as the multicultural marketing liaison and subject matter expert to Regions, Divisions, HQ Marcom, Product Marketing, and Sales channels. She earned kudos from the C-suite and was praised by her team and leaders for her innovative approaches and leadership, which further developed the multicultural function at Comcast and new capabilities to serve diverse segments.

*"From her earlier success in tapping into the Hispanic market opportunities to her broader responsibilities as Senior Director of Multicultural Marketing, Lucia has always stood out because of her strategic thinking and flawless marketing execution."*

*SVP Marketing and Sales,  
Comcast Central Division*

## Senior Director of Multicultural Marketing

Earlier, Ms. Rodriguez was the Senior Director of Multicultural Marketing at Comcast Central Division for about two years. She was promoted into this position to lead the expansion of the Multicultural Marketing function after developing the Hispanic marketing function and leading innovation in the multicultural space in the US Southeast region.

She developed the first Hispanic Playbook and Division Offer Strategy, increasing call volume by 40% to 50%, significantly growing revenue per call by 33%. The Hispanic Outbound Telemarketing program that she implemented generated a 30% increase in Internet upgrades and grew Multilatin Triple Play and Double Play take rates by as much as 40%. Her efforts transformed multicultural fluency at Comcast's English Inbound Call Centers, increasing the new connect rate by 10% and the revenue-generating units (RGU) close rate by 25% in less than six months.

She was a founding member of the first HMAC (Hispanic Marketing Communications National Team) and HMT (Hispanic Marketing Team) taskforces formed to develop national strategies.

## Director of Marcom and Multicultural Marketing

Promoted in 2010, Ms. Rodriguez was the Director of Marketing Communications & Multicultural Marketing at Comcast Florida Region, leading the development of programs, products, offers, and sales incentive programs, producing significant increases in the Hispanic market penetration for all product lines. She was also responsible for all regional Marcom processes, including media planning and content development for TV, Radio, Print, and Direct mail-in coordination with bilingual ad agencies. Ms. Rodriguez began her career with Comcast in 2006 as the Hispanic Marketing Manager for the Comcast Southern Division, being recruited to develop the Hispanic marketing function for the entire footprint, ranging from South Florida to Nashville, TN. She was instrumental in developing capabilities and introduced innovative marketing initiatives to serve the Hispanic and other Ethnic segments' needs.

## Earlier positions

Following her education, Ms. Rodriguez was employed by several companies in management capacities in her earlier career. These included **Marketing Communications Manager for MediaOne/AT&T, Starz Encore as a District Manager of Affiliate Marketing and Sales**, and **Claxson/Cisneros TV as Director of Marketing and Communications** for Latin America and Iberia.

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## Professional Activities

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### Honors & Awards

#### EMMA Awards - Excellence in Multicultural Marketing

- Best Advertising Campaign - Case Study "A Capella" - Second Place – 2010
- Multiple awards as part of the Comcast HQ Multicultural Marketing team - 2014-2018

#### Davey Awards

- Best Direct Marketing Campaign and Best Direct Marketing Tactic – 2010

#### ANA Awards – Excellence in Multicultural Programs

- The ANA awards recognized several campaigns, TV commercials, and other tactics as part of the National Multicultural Marketing Team at Comcast – 2014 - 2018

#### Communicator, Effie, and The Faxies Awards

- Awarded for a broad range of marketing communications achievements at Comcast. – 2014 - 2016

#### Comcast's "Circle of Success" Award

- Comcast Circle of Success Award nomination for "Extraordinary Hispanic marketing and sales performance" – HQ Multicultural Marketing Team, 2016
- Comcast Circle of Success Award for the "Launch of 'Simple and Easy' Modular Pricing Structure" – Central Division Marketing team, 2019

### Professional and Leadership Development

- Diversity and Inclusion Certificate at Cornell University – In progress
- AMA/DMI Digital Marketing Certification, 2021
- Creative Writing, University of Toronto, 2020
- WICT Leading with Power and Authenticity for Women, 2018
- Half the Sky Part II - Negotiation Skills for Women, 2016
- Half the Sky Leadership for Women Program, 2015
- NAMIC Executive Leadership Development Program at UVA - Darden School of Business, 2013-2014
- Comcast Leadership Development Program, 2012
- Comcast Management Development Program, 2009-2010

### Speaking Engagements / Panelist

- Unidos ERG – Panel: "From Hispanic Marketing to an Integrated Multicultural Marketing Approach" – 2019
- Unidos ERG – Panel: "Multicultural is the new mainstream: Implications for Business" – 2018
- Hispanicize – Panel: "Total Market vs. Multicultural Marketing – Trends" - 2016
- NAMIC Annual Conference – Panel: "Diverse Marketing and Successful Multicultural Campaigns." – 2014

## Member of the Jury

- EMMA Multicultural Marketing Awards, 2009 - 2019
- ANA - Excellence in Multicultural Marketing Awards, 2016 - 2019
- NAMIC Vision Awards, 2017 - 2019
- Promax Latin America Awards, 2018

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## Associations / Volunteer Work

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**HISPANIC UNITY OF FLORIDA**, Hollywood, FL August 2016 – present

One of South Florida's largest not-for-profit serving the new immigrant community's needs: 15,000 clients through 12 programs/30 services, in four languages. UnidosUS "Affiliate of the Year" in 2015 - 2016.

**Chair-Elect, Chair, Past-Chair / Board of Directors** Jan 2017 – present

As a member of the Executive Committee, Ms. Rodriguez continues to lead the Board through the COVID-19 health and economic crisis to ensure the agency's sustainability and the strategic reimagining of its programs.

**Chair, Marketing Committee** Jul 2016 – Dec 2019

**NAMIC**, New York, NY

January 2006 – present

The National Association for Multi-Ethnicity in Communications is the premier organization that educates, advocates, and empowers multi-ethnic diversity in the communications industry.

**Member of Multicultural Marketing Committee** Jan 2008 – Dec 2019

**President, Florida Chapter** Jan 2009 – Dec 2011

**Mentor**, NAMIC - L. Patrick Mellon Mentorship Program - Jan 2017 – Dec 2018

**ANA – Association of National Advertisers**, New York, NY

January 2017 – present

A professional association is actively involved and engaged in shaping the future of marketing through industry initiatives designed to advance thought leadership, industry management, diversity, and social responsibility.

**Member of Multicultural Marketing and Diversity Committee** Jan 2017 - present

**COMCAST UNIDOS ERG**, Philadelphia, PA and Atlanta, GA

January 2015 – December 2019

**National Liaison/Lead**

Supported the launch of ERGs at Comcast and spearheaded the opening of various chapters nationwide.

Developed a pilot program, "**Hablemos UNIDOS**", to facilitate the learning of the Spanish language in 2019

Created and Moderated panels on Multicultural Marketing and Diversity and Inclusion in 2018 and 2019

**WICT – Women in Cable Telecommunications**, Washington, DC

January 2009 – December 2019

An organization committed to gender diversity and inclusion in all aspects of life.

**Mentor** - WICT Florida – Jan 2018 – Dec 2019

**Member**

**Cable TV Association of Marketing (CTAM)**

**American Marketing Association (AMA)**

**National Association of Television Program Executives (NATPE)**