

Jake Beniflah – Bio

Dr. Jake Beniflah is the Head of Insights and Foresights at mitú, a leading social media company, which develops empirically based, culturally relevant content that connects with more than 90 million cross-cultural consumers in the U.S. Prior to mitú, Jake was the Executive Director of the Center for Multicultural Science, the first U.S. non-profit, non-partisan think tank dedicated to bridge the gap between academia and corporations in multicultural marketing research, and has spent 25-years working with leading organizations to drive return on investment for Hispanic and mainstream consumers in senior-level positions in the advertising industry. Dr. Beniflah is also the founding editor of the *Journal of Cultural Marketing Strategy* and guest editor of the Special Issue of Multicultural Marketing in the *Journal of Brand Strategy*. He is a published author in a number of peer-reviewed marketing journals and a public speaker. Jake is currently a post-doctorate fellow at Loyola Marymount University and received his doctorate in business administration from Golden Gate University in 2010. After 35-years in San Francisco, Jake enjoys the sunny life of Southern California with his wife and two sons.

(Under 200 words)