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# Carlos A. Montano

Advertising - Branding - Content - Innovation

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*Insightful - unexpected - effective*

AS A CROSS-CULTURAL CREATIVE DIRECTOR, I AM A STRONG ADVOCATE FOR RAISING THE BAR IN ADVERTISING COMMUNICATIONS. I DO THIS BY BRINGING OUT IN MY WORK THE RICHNESS AND NUANCES OF THE CULTURE, WHICH IS THE HEART OF THE U.S. MULTICULTURAL IDENTITY. PRIDE AND RESPECT FOR THIS UNIQUE CULTURE ARE THE PILLARS OF WHAT I CALL "CULTURAL TRUTHS", A TERM I USE TO REFER TO THE NEED TO SPEAK WITH RELEVANCE TO THIS MARKET.

The market is changing rapidly and we have to move faster to be effective. The consumer has more and more information about our products and services. They are savvy and demanding. We have to speak, think and feel like them.

I am a cross-cultural Marketing professional with the skills and experience to meet the demands of today's consumer. I have worked for the Latin American, U.S. Hispanic, African American and General Markets. I can offer your company a broad-based approach to all your market needs.