

José Luis Valderrama,

President and Founder, Hispanic Group

José Luis Valderrama is the President and Founder of Hispanic Group, an independent minority-owned full service advertising agency specializing in the U.S. Hispanic market and its distinct specific country groups. Since its inception in 2002, Hispanic Group has undertaken campaigns on a national level, as well as demographic market areas (DMA) in more than 42 cities, addressing the need for television programming that reaches the different country groups found within the U.S. Hispanic community.

Valderrama possesses more than 26 years experience working in the radio, television, cellular phone, advertising and marketing industries. Prior to founding Hispanic Group, Valderrama served as Vice-President of Marketing and Sales for Canal Sur in the U.S. market. A practically unknown signal operating at a loss for almost twelve years when he joined the team, Valderrama led an impressive turn around in the operations with a strong brand visibility and sales strategy that resulted in profits in the first eighteen months.

He began his career in 1981 as a producer with Radio Panamericana in Peru where he oversaw the telecommunications, media and advertising areas. In his ten-year tenure at the company, he moved through swiftly through the ranks becoming Sales Executive and General Sales Manager for Panamericana Television.

Aside from his position as President of Hispanic Group, José Luis is an active business leader involved in various projects, particularly the promotion of best practices among the Peruvian business community in Florida. He has recently been named President of the Peruvian American Chamber of Commerce (PERUSA) and will actively be involved in several key projects to help promote the exchange of ideas and businesses opportunities between Peru and the United States maximizing the opportunities resulting from the Free Trade Agreement between both nations.