



## Kelly McDonald

Kelly McDonald is a nationally recognized marketing expert, with deep specialization in diversity marketing and business trends. She was named #1 on *Successful Meetings* magazine's list of "26 Hot Speakers".

Kelly is the author of *How to Market to People Not Like You* and has been featured on CNBC, in *BusinessWeek*, on CNNMoney.com and on Sirius/XM Radio. As a top advisor to businesses and organizations, Kelly shares marketing insights and teaches strategies and tactics for cultivating diverse consumers emotionally, rationally and with cultural relevance.

Kelly formed McDonald Marketing in 2002 with a single focus: to help clients and companies grow their business by marketing effectively to multicultural consumers. With that sole vision, Kelly started her business as a marketing consultant and speaker, emphasizing market segmentation. Her approach to niche marketing challenges grew the company from a one-woman enterprise to a full-service agency in just over a year. McDonald Marketing has twice been named one of the top advertising agencies in the U.S. by *Advertising Age* magazine.

Prior to founding her own firm, Kelly worked in the advertising industry for 20 years, serving in senior positions for several global agencies on both the general market and Latino sides of the business. Today, Kelly partners with clients such as Toyota, Harley-Davidson, Sherwin-Williams, State Farm and Miller/Coors. She speaks to dozens of businesses and organizations each year on topics including social media and marketing, multicultural marketing, generational insights and Hispanic marketing.