



BIO

Dr. Jake Beniflah

Dr. Jake Beniflah is the founder and Executive Director of the Center for Multicultural Science, the first think tank in the U.S. dedicated to bridge the gap between corporations and academic researchers in multicultural marketing.

For the last 25 years, Jake has held a number of senior-level positions in the advertising industry, working with leading corporations to drive ROI for Hispanic and mainstream consumers. He has worked on leading brands including—Procter & Gamble, Clorox, AT&T, Bank of America, VISA USA, Volkswagen, and many others. His areas of expertise include consumer insights, market research, brand strategy, and organizational diversity.

Based on a strategic partnership with Henry Stewart Publications in the UK, Jake is leading a national effort to launch the first quarterly multicultural and cross-cultural marketing journal in 2015, *Journal of Cultural Marketing Strategy*, to provide leading corporations with cutting-edge cultural marketing research that drives ROI.

Jake studied under a number of research pioneers who had tremendous impact on Hispanic marketing strategy and acculturation measurement. He earned his Doctorate in Business Administration from Golden Gate University in 2010 – with a specialization in Hispanic marketing. After 35-years in San Francisco, Jake now lives in Manhattan Beach with his wife and two boys.