

DAVID WELLISCH

CEO AND CO-FOUNDER, THE LATINUM NETWORK

David Wellisch is co-founder and CEO of The Latinum Network, a member-based advisory company comprised of global brands that support their success in the multicultural economy. The company's mission is to equip organizations and the most iconic consumer brands to better serve, engage, and activate the most influential and fastest growing consumers in this country through a shared cost subscription model.

Founded in 2009, The Latinum Network serves over 100 distinct corporations, 250 + brands, in more than 17 industries driving measurable ROI in the growing multicultural demographic segment. Proprietary solutions include:

- Latinum's Multicultural Knowledge Center that includes proprietary syndicated research and actionable insights, best practices, data streams and online tools
- Voz Latinum, a bilingual online community used to support both network-wide and custom client research

Prior to founding The Latinum Network, Mr. Wellisch was the founder, vice president and general manager of AOL Latino, AOL's Hispanic service, where he was responsible for the entire operation including overseeing programming, product development, customer service, brand and acquisition marketing, strategy and business development. At its peak, AOL Latino produced \$130MM in revenue from subscriptions and advertising.

Before joining AOL, Mr. Wellisch worked in private equity at Allied Capital and strategic consulting at Gemini Consulting. Originally from Ecuador, Mr. Wellisch has been a U.S. resident for the past 21 years. He holds an undergraduate degree in economics and political science from Brown University and an MBA from Harvard Business School. Additionally, he currently sits on the Advisory Board for NFTE (Network For Teaching Entrepreneurship) and the Board of Trustees for Georgetown Day School in Washington D.C. Mr. Wellisch is also a member of the Young President's Organization, Washington, D.C. Chapter.

In 2005, Mr. Wellisch was named Hispanic Marketer of the year by *Adweek* and has been interviewed by the *Wall Street Journal*, *Chicago Tribune*, *Business Week*, *CNN*, *Univision*, and *Telemundo*, among many others.