

## Rudy Rodriguez

### Vice President, Diversity and Inclusion, Ameriprise

Rudy is an accomplished and innovative executive with over 20 years of multi-industry experience including the Chicago Tribune, Unilever, BP, General Mills and MillerCoors. Rudy has developed strategies that leverage the power of diversity into building world-class brands and creating breakthrough business driving strategies for brands such as Miller Lite, Coors Light, Nature Valley, Cheerios, and Yoplait.

As the former Director of Multicultural Marketing at General Mills he created a leading Multicultural Center of Excellence designed to develop unique strategies and consumer insights that helped drive double digit growth for the company. He launched the award winning Qué Rica Vida brand and media property that became the #1 Latina food marketing platform celebrating Latinas' passion for food through touch points including magazine, radio, digital, social and customer marketing. Now he is translating his business and marketing experience to help champion diversity and inclusion at Ameriprise.

Rudy is a diversity champion and is a former member of the American Advertising Federation Mosaic Diversity Council and the Florida State University Hispanic Advisory Board. He was also named to the 2012 Hispanic Business Magazine list of 100 Most Influential Hispanics in the U.S.

Rudy has a Bachelors of Arts in economics from the University of Illinois, Chicago and an M.B.A. from the Kellogg School of Management at Northwestern University. He lives in Minnesota with wife Katie and two daughters.