

Trini Monistere is Director, Insights & Strategy, SMU Cox Latino Leadership Initiative.

Trini was previously the Senior Manager for the Hispanic Market Center of Excellence at Nielsen. She has been with Nielsen for twelve years.

Trini has a keen understanding of the multi-cultural consumer. She spent her first years at Nielsen working directly with the media and Homescan panels, with a concrete focus on the Hispanic homes. This experience enabled her to generate valuable observations, incorporating them to consumer behavior insights leveraged from the Nielsen panels. The result has been a forward thinking approach, allowing her to create actionable insights to empower marketers in their quest for a better understanding of their diverse consumer base.

While at Nielsen, Trini has collaborated directly with various clients in assessing their Hispanic opportunity. Some of these clients include those across retail, consumer packaged goods, media and beverage alcohol.

During her tenure in Client Services, she co- led the marketing efforts in establishment of the Puerto Rico TV market.

Most recently Trini has focused on delivering powerful insights with special emphasis on the Hispanic consumer.