

## **Juan F. Lezama, MBA**

Born in Peru, Juan had a crash ESL (English as a Second Language) course when, as a teen, he moved to the U.S. with his family 26 years ago. He was quickly recruited to play *Aladdin* in the school's theatrical production. He had three months to learn spoken English – or at least his lines in the play. This is one of the many anecdotes that helped shape Juan's understanding of the broader immigrant experience.

Juan is a professional with 14 years of experience. He has his finger on the pulse of the rapidly evolving multicultural U.S. and Latin American markets. Juan has expertise in the areas of public relations, (offline, digital and event) marketing, business consultancy, media buying, crisis communications and corporate social responsibility.

Juan has managed programs in a range of industries, including healthcare, financial services, pharmaceutical, real estate, technology, restaurant, education, nonprofits, online dating, media, entertainment and foreign governments. Among the clients he has counseled are *eHarmony, PayPal, Roku, Nestle, Cracker Barrel Old Country, Foster Farms, Stanford Graduate School of Business, Government of the Republic of Ecuador, Goldstar Events*. He has addressed trade conferences such as at the Twitter Corporate Headquarters, The San Francisco Public Relations Roundtable, IPREX CEOs conferences (Las Vegas 2010, Mexico City 2013, Minneapolis 2015) and been interviewed and published by The International Public Relations Association, CNN en Español, O'Dwyer's PR, PR News Online, Agencypost, National Confectioner Association and Univision Radio.

Juan is a graduate of the University of California, Santa Barbara, where he majored in communications (mass media concentration) and minored in Spanish. Juan earned his MBA (marketing concentration) from the University of California, Davis. He also has a certificate in Intermediate Level Portuguese Language from Caminhos Language Centre in Rio de Janeiro, Brazil.