

# NANCY HERNANDEZ

## EXPERIENCE

---

2002-Present ABRAZO, Multicultural Marketing Milwaukee, WI  
*President & Founder*

- Started and operate successful marketing firm focusing on fostering relationships between businesses/brands and African American, Asian, Hispanic, and Native American consumers.

1993-9/2001 Marcus Corporation Milwaukee, WI  
*Director of Food & Beverage*

- Held multiple responsibilities at two full-service hotel properties for this publicly traded company. Was responsible for staff, operations, and overall P&L for major divisions as well as project management for major initiatives.

## EDUCATION

---

BAs in Business Administration and Marketing  
*Graduated Summa Cum Laude*

MBA with an emphasis in International Business  
*Beta Gamma Sigma- International Business Honor Society*

## COMMUNITY ACTIVITIES

---

### BOARDS

- Visit Milwaukee (CVB)- *Board of Directors, Marketing Chair*
- Marcus Center for the Performing Arts- *Board of Directors*
- Council Of Small Business Executives, MMAC- *Board of Directors*
- Hispanic Professionals of Greater Milwaukee- *Founding Member, Board of Directors, VP*
- Spirit of Milwaukee – *Board of Directors*
- TEMPO- *Board of Directors, President Elect*
- UWMilwaukee – *Board of Visitors*

### AFFILIATIONS

- National Society of Hispanic MBA's
- Hispanic Chamber of Commerce of Wisconsin
- Greater Milwaukee Committee- Quality of Life Committee