

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