



### **Fabian Yépez**

Fabian Yépez became the Regional Vice President for the West Coast of Florida in June 2016. He is a Multicultural Marketing Strategist with over 20 years of experience. With a background in Advertising and Marketing, he developed proprietary strategies that have helped companies here and abroad effectively connect with the diverse Hispanic market. His understanding of the Latin culture goes well beyond language and behaviors; he recognizes how to connect brands through emotions and authenticity.

Fabian has helped several regional and international companies develop and implement successful Hispanic and General market programs, yielding positive results. His expertise includes research, campaign strategy, planning and implementation, creative and production. His work has been recognized with several local and national awards in different categories, including Broadcast, Digital, Print, Radio and Outdoor.

Prior to becoming a founding partner with Rumbo Cultural Marketing, Fabian was the VP of Account Services for Grupo D, a Multicultural Marketing firm based in Tampa, Florida. Mr. Yépez attended Universidad Jorge Tadeo Lozano in Bogotá, Colombia, as well as owned and operated FYépez Asesoría Publicitaria in Quito, Ecuador.

Fabian is a past Chairman of Prospera's Technical Assistance Committee, and currently serves on the boards for Florida Soccer Club and the Dad's Club at Jesuit High School.