



# ILLINOIS. MILE AFTER MAGNIFICENT MILE.

## ILLINOIS TOURISM NEWS

Illinois Tourism News from the Department of Commerce and Economic Opportunity, Bureau of Tourism

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### Industry Insider: George San Jose



To help you get to know who's who in Illinois tourism, ITN profiles an industry leader each month. This month we introduce George San Jose, president and chief operating officer of The San Jose Group, IBOT's Hispanic marketing agency of record.

A true pioneer in the industry, George San Jose began his career over two decades ago in New York as vice president/executive creative director for Spanish Advertising and Marketing Services—the first and, ultimately, the largest agency cited for launching the U.S. Hispanic "Madison Avenue" advertising era.

San Jose has been recognized by Crain's "Who's Who," *Advertising Age* and *The Wall Street Journal* as a true industry visionary. He is a frequent guest speaker on Hispanic marketing techniques, has published numerous industry-wide articles, and has authored a book on the standards and practices of Hispanic Advertising. He is a co-founder of the Association of Hispanic Advertising Agencies (AHAA) and continues to shape the industry by serving as an AHAA board director and as chairman of the organization's Code of Ethics and Standards and Practices Committee.

Recognized for his commitment to community service at many levels, in 1999 San Jose was appointed by President Clinton to serve as director and chairman of the Selected Services System Board of Appeals.

As The San Jose Group's president and chief operating officer, he oversees all creative executions and strategic direction for the agency's clients. With a passion for creativity, he developed a trademarked creative process for Hispanic advertising, which has yielded numerous awards and recognition from industry leaders and nonprofit organizations. Most importantly, his strategic and tactical expertise has translated into \$3.1 billion in incremental sales for numerous clients and Fortune 500 companies.

Incorporated in 1981, The San Jose Group is a consortium of marketing communications companies specializing in reaching the Spanish-speaking Americas. Headquartered in Chicago, the group's expertise, services and resources transcend domestic and international markets.

Given that advertising-only solutions typically under deliver in the Hispanic market, The San Jose Group is a performance-driven think tank of strategic and tactical specialists hired by Fortune 1000 companies to develop integrated marketing solutions that consistently deliver measurable Hispanic market sales increases.

The San Jose Group has created innovative and award-winning communications programs for many clients, including Kraft, GlaxoSmithKilne, Hanes, American Cancer Society, and the National Pork Board.

The San Jose Group has helped travel and tourism clients such as ATA Airlines, Illinois Bureau of Tourism and Disney Vacation Club to capture unprecedented growth from the Hispanic segment. ATA alone has generated more than \$420 million in incremental Hispanic sales since The San Jose Group's programs began.

San Jose is an avid golfer, enjoys sporting clays, hunting, and Sunday breakfasts with his wife and four children.

For more information, visit [www.enjoyillinois.com](http://www.enjoyillinois.com) or call 1-800-2CONNECT.

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.