Victor is part of the Edelman New York Brand practice leading communications marketing campaigns for AXE. Most recently, he supported consumer programming for PayPal, Venmo, and Xoom.  As a Multicultural market specialist, he routinely provides insights and strategies to engage diverse audiences and has led Multicultural marketing campaigns for Barilla and Kimberly Clark, along with soccer sponsorship campaigns for Heineken. Victor is also a current member of the Diversity and Inclusion Leadership Committee for Edelman.

1. What are some of the biggest challenges in presenting strategies to executives who may not fully understand data analytics?
2. What are the commonalities and differences in multicultural contexts that afford both opportunities and challenges in devising marketing strategies?
3. How do you implement user acquisition in Latin American countries or in Mexico where less than half of the population owns a smartphone. Is it better to start user acquisition through web based applications instead of mobile? More importantly how do you think these countries that are so cash dependent will make their way into a cashless societies or do you not see this happening? Who will become the dominant payment system in the Western Hemisphere just like the Tiger nations did with Wechat, Line, Kik, Alibaba. etc. Do you see this payment mechanism becoming more popular in western nations?
4. Does your company leverage data differently depending on the industry you're developing marketing campaigns for? If so, what differences exist and why?
5. It will be interesting to get Victor's POV on the Target teen pregnancy case @ <https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/#3c48a7126668>