



SANDRA GARCIA

Marketing & Brand Elevation Strategist
Diversity, Equity & Inclusion Consultant

A **Marketing and Branding strategist** and **Diversity, Equity, and Inclusion Consultant**. Her corporate experience includes organizations such as Clear Channel Outdoor, Time Warner Cable Media, PEOPLE.com and CNNMoney.com developing marketing strategies and compelling sales programs. Sandra has strategized for brands such as Toyota, L'Oreal, Estee Lauder, Apple, Verizon Wireless, Sephora, Pepsi, and American Express to name a few. She is now the founder of Encounter Your Potential where she develops and executes strategies that use marketing as the pillar for achieving business goals and driving revenue. As a full-time entrepreneur Sandra's growing list of businesses served includes Google, JP Morgan Chase, HSBC Bank Toronto, Vevo, The Howard University School of Divinity, and Capco Consulting.

Sandra has led marketing teams at Clear Channel Outdoor and at Time Warner Cable Media developing strategic marketing programs that merchandised data driven products for use by sales to grow revenue. In her Product Marketing and Digital role at Time Warner Cable Media she implemented digital strategies and go-to-market plans that differentiated the brand from the competition as a Product Marketing expert for all digital products: Online, Mobile, Social, Search, Addressable, and Video On Demand. She also spent time at PEOPLE.com and CNNMoney.com, the financial website for CNN and the online destination for FORTUNE Magazine and Money Magazine.

For 4 years she managed her own event planning company, POSH Agency LLC. In 2012, she launched Afro-LatinaBeauty.com, an online destination for stories of Afro-Latinas sharing the same intercultural experience.

As a speaker, Sandra has spoken and moderated discussions at Google, Microsoft, BuzzFeed, General Assembly, Young and Rubicam and at institutions including New York University, Pace University, Dickinson College, Baruch College, and Howard University to name a few.

She served as the NY Chapter President of the National Association of Multi-ethnicity In Communications (N.A.M.I.C) for 2 years where she was awarded Chapter of The Year and Chapter Leadership Team of the Year. She now sits on the Board of Directors of both N.A.M.I.C and Digital Diversity Network (DDN). Sandra was awarded 2018 Innovation & Inclusion Culture Catalyst by the Digital Diversity Network, Forbes 30 Under 30 2016 nominee, and was awarded by Latino Leaders Magazine, a Top 25 Future Latino Leader (ages 25-35) in 2012.

AWARDS

Digital Diversity Network
Innovation & Inclusion, 2018 Culture Catalyst

FORBES 30 Under 30
Marketing & Advertising, 2016 Nominee

Latino Leaders Magazine
Top 25 under 35 Future Leaders, 2012 New York

LEADERSHIP POSITIONS

Digital Diversity Network
Board of Directors, 2019 - Present
Board of Influencers, 2017 - 2018
www.digitaldiversitynetwork.com

National Association for Multi-Ethnicity in Communications
National Board of Directors, 2019 - Present
President, NY Chapter, 2017 & 2018
www.namic.com

America Needs You
Young Leaders Board, 2017 & 2018
www.americanneedsyou.org

www.SandraGarciaLowery.com

(212) 810-0807 • Sandra@SandraGarciaLowery.com • @Sandy_Garlow