

FIU's School of Business invites GrupoUno President to join the EMBA

The College of Business at Florida International University has invited Tino Reiser, president and founder of GrupoUno, a leading international integrated marketing communications agency based in Coral Gables, Florida, to serve as an advisor on the Chapman Graduate School of Business Executive MBA (EMBA) Advisory Board.

As a member of the advisory board, Reiser will provide the FIU School of Business with strategic and practical direction in terms of curricula, program orientation, mentoring, and a host of other critical inputs that de-

termine the quality of FIU's educational processes. Reiser will lend his extensive expertise to help explore ways to strengthen relationships between the EMBA Program and the South Florida corporate community. The EMBA program was recently ranked the #1 Executive MBA program in the state of Florida by the Financial Times.

Reiser possesses a diverse background across all levels of corporate communications.

He graduated from Pratt Institute in New York with a Master's degree in advertising and graphic design.

Before moving to Miami in 1983, Reiser previously worked for national agencies such as BBDO-New York, where he created advertising for a wide variety of regional and national accounts. In 1985, Reiser founded GrupoUno, the largest independent agency network in Latin America with over 256 employees in 13 countries, in order to service clients looking to expand into Latin America and the Caribbean regions.

Reiser's career spans over 20 years and includes experience on a wide variety of product categories including information technology,

health care, packaged goods, travel, retail and cosmetics.

"We feel very lucky to have a board comprised of individuals with amazing credentials," says Natalia Echeverria Sol, director of corporate relations for the College of Business. "All members of the board generously volunteer their time to guide the university in delivering better educational programs that will prepare graduates for successful careers. By serving on the advisory board, Tino will provide invaluable assistance that will aid in the development and advancement of FIU's EMBA program."