

***Bruce Turkel*** has helped create some of the world's most compelling brands including HBO, Discovery Networks Latin America, and Miami. Over the last 25 years Bruce has also worked with American Express, Charles Schwab, Citicorp, Hasbro, LanChile Airline, Nike, Peabody Hotel Group, Sol Meliá Hotels, Radisson Seven Seas Cruise Line and Oceania Cruises.

Bruce is the Creative Director and CEO of two innovative marketing companies. TURKEL, his eponymous brand management firm has three units, specializing in travel, tourism and entertainment; health care; and financial services. The first manages the marketing activities for the Miami Convention and Visitors Bureau, The Puerto Rico Tourism Commission and many more travel related companies. The second handles the rebranding activities for JGB Bank (formerly Eagle National Bank) and Republic Federal (formerly Hemisphere National Bank). Finally, the health care division works with Metropolitan Care, Baptist Health Systems, and Advantage Care, amongst others.

Origin Global, a joint venture between TURKEL and Group Ñ, Spain's largest promotional agency, owns 19 advertising and marketing agencies throughout the Spanish-speaking world and is affiliated with another 23 agencies in Europe and Asia. Origin Global currently works with multinational clients including Chevron, AOL Latin America, WAHL Trimmers, Brandy de Jerez and Digicell.

A captivating speaker and author, Bruce has published several books on marketing including *Building Brand Value*, *Brain Darts*, and *New Design: Miami*. He has been a featured speaker at MIT, Harvard, The University of Miami, American Express' Luxury Summit and Travel + Leisure Magazine's International Market Watch. He has served on the editorial board of HOW Magazine and the boards of The Miami Ad School, The University of Florida Advertising Advisory Council, OurKids and The Turkel Resource

Foundation. Bruce has been featured in *The New York Times*, *Communication Arts*, *Advertising Age*, *AdWeek*, *USA Today* and *Graphic Design USA* and he has appeared on CNN, ABC, CBS, FOX and NPR.

An accomplished and enthusiastic musician, Bruce can also be seen fronting the Miami rock and rhythm & blues band BlackStar. Bruce has been married to Gloria Nuñez for 24 years and is the proud father of Danny (21) and Aliana (16). Bruce is a graduate of the University of Florida.