

Ingrid Otero-Smart to be Recognized with the Entrepreneur of the Year Award at the Virtual LATINA Style Business Series in Los Angeles, CA on November 19, 2020

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Washington, DC – LATINA Style, Inc., the premier company addressing the needs of professional Latinas in the United States is honored to recognize Ingrid Otero-Smart with the LATINA Style Entrepreneur of the Year Award. This coveted award honors leading entrepreneurs of all fields. Award finalists are selected based on their vision, leadership, financial success, community service, and visibility as a true role model for young women. The Los Angeles, CA LATINA Style Business Series will be held virtually on Thursday, November 19, 2020, from 9:00 a.m. to 1:00 p.m. PST, via Zoom.

The award-winning conference for Latina entrepreneurs marks its 140th stop, over 39,000 Latina business-owners have taken part in this initiative. Participants have the opportunity to learn about business ownership and partake in career development seminars designed to benefit Latina professionals and entrepreneurs.

Born and raised in Puerto Rico, Ingrid Otero-Smart has over 30 years of advertising experience in the U.S. Hispanic Market and Puerto Rico. Otero-Smart started her career at McCann in PR and joined “Mendoza Dillon & Asociados” in California in 1987. She worked there as an Account Director and left 18 years later as President & COO. In 2005, she joined Anita Santiago Advertising as President. Her account experience includes Nestlé USA, US Army, Carl’s Jr, US Postal Service, Cigna, Coca-Cola, Chevrolet, California Lottery, US Bank and Janssen, among others.

Today, she is the president & CEO of Casanova//McCann. Otero-Smart joined Casanova Pendrill in August of '08 as President & CEO. The agency re-branded as Casanova//McCann in 2016 and she acquired the majority stake from Interpublic Group in 2020, making Casanova a minority-owned Agency once again. At Casanova, she leads the agency operations, managing offices in Costa Mesa, New York, Detroit, and field teams in Dallas and Chicago. Under her leadership, the agency doubled in size, opened the Detroit office, expanded the Nestlé relationship from one brand assignment to 18, and doubled its revenue.

“I am so honored and humbled to receive this recognition from a publication I have followed since its inception” shares Otero Smart. “Starting a new business in these uncertain times may seem daunting so this kind of recognition gives me more fuel to keep going. The LATINA Style Business Series does a much-needed job of highlighting and supporting Latina entrepreneurs and I am thrilled to be part of this year's event.”

Themed Today’s Economy: Succeeding Business in Times of Crisis, the LATINA Style Business Series program agenda focus on solving the most critical business challenges faced by LATINA entrepreneurs as they start their business or plan for expansion. This year we are also addressing the incredible strain placed on businesses by the COVID-19 pandemic. The conference will kick-off with the LATINA Style Business Series VIP Virtual Happy Hour Reception taking place the evening prior on November 18th from 5:00 to 6:00 p.m. via zoom RSVP [here](#).

» To learn more about the LATINA Style Business Series visit www.bs.latinastyle.com or call (214) 357-2186. To attend the Los Angeles LATINA Style Business Series conference register online [here](#).

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