



## Effective Messaging About the Medi-Cal Expansion to Older Adults

Wednesday, August 17, 2022

### Speaker Biography

Michele Cordoba, MIM, is the founding director of Vision Strategy and Insights. She is an experienced researcher and marketer with expertise in advertising development and consumer engagement. Prior to forming Vision Strategy and Insights, Cordoba served on the management team at New American Dimensions, with responsibility for qualitative research design, implementation, and analysis. She also managed her own multicultural marketing and consulting firm, Visión Publicidad, specializing in consumer insights, strategic planning, and creative development, particularly in the areas of civic engagement, issue advocacy, and cause-related marketing. Cordoba is a writer and moderator in both Spanish and English.

She also brings experience in the Spanish-language television industry, having led the consumer marketing and promotions efforts for both Univision and Telemundo stations. In this capacity, she won three Emmy awards and helped deliver the highest news ratings in the Los Angeles market, regardless of language. Cordoba holds an undergraduate degree in Spanish from Scripps College and a master's degree in international business from the Thunderbird School of Global Management.