



Communicating About the 2024 Medi-Cal Expansion
to Newly Eligible Immigrants

Wednesday, August 30, 2023

Speaker Biography

Michele Cordoba, MIM, is the founding director of Culture IQ, a full-service multicultural research and strategy firm. She is an experienced researcher and marketer with expertise in advertising development and consumer engagement. Before forming Culture IQ, Cordoba led Vision Strategy and Insights, overseeing both qualitative and quantitative research design 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 skilled writer and moderator in both Spanish and English.

She also brings a wealth of 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.