

José Castañeda

Castañeda is the Chief Marketing Officer and spokesman for Fiesta Insurance Franchise Corporation. He is accountable for growing the Auto Insurance and Tax Service business as well as expanding the franchise network.

Before joining Fiesta, he was President & CEO of his consulting company, **Castañeda Marketing & Advertising** in Orange County, California. In this position, Castañeda was responsible for delivering his company's Mission Statement of: *Creating ground-breaking and powerful marketing, advertising and sales strategies (Retail / Franchise Marketing | Social Media | Latino Market) to help you Find & Keep More Clients.*



Prior to opening his consulting company in 2010, Castañeda worked as Divisional Marketing Manager for H&R Block from 2001 to 2010, where he was in charge of the Local marketing, advertising and sales initiatives for the West Division, managing 900+ office locations (corporate owned and franchise) throughout Southern California. Castañeda created, implemented and managed winning local marketing activities, such as: street level experiential activities, broadcast productions, sales promotions, grand openings, social media, traditional media, merchandising, cross-promotional partnerships and Latino marketing.

Castañeda joined The Disneyland Resort in 1995 as a Consultant for the Product Development Department, focusing on the Local Hispanic business sector. Shortly afterwards, he became an official Cast Member (employee) as Senior Marketing Representative handling sales opportunities for the Resort, with an emphasis for The Walt Disney Travel Company and Convention Sales towards the U.S. Hispanic market. In 1998, Castañeda became lead of the Multicultural Marketing Department. Shortly afterwards, he was promoted to the position of Manager, Strategic Brand Management Multicultural Marketing in 1999.

Castañeda is a member of Disney Institute, Hispanic Chamber of Commerce, Latin Business Association, SCORE and Operation Smile. In 2001, he received the prestigious Walt Disney Mickey Mouse Award, due to his essential contribution to the creation, development and launch of the "first" and fully adapted Spanish language content Disneyland.com website.

A native of Lima, Perú, Castañeda is a graduate of the University of Lima and holds a bachelor's degree in Marketing and Advertising. He operated his advertising agency in Perú for seven years before moving to U.S. in 1984.