

# The Hispanic PR Monitor

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## Cádiz Joins BLH Consulting



ATLANTA —BLH Consulting, Inc.([www.blhconsulting.net](http://www.blhconsulting.net)), the Atlanta-based, independent public relations firm founded nearly two years ago by Betsy L. Helgager, former VP/Group Manager of Ketchum’s African American Markets Group, announced it is officially adding a Hispanic specialty to its African-American and general market capabilities with the addition of Alejandra Cádiz-Gómez, also formerly of Ketchum.

With more than eight years of experience with U.S. Hispanic and Latin American markets, Chilean-born Cádiz-Gómez joins the agency to lead the Hispanic marketing arm. She will spearhead all efforts dedicated to creating meaningful communications programs toward U.S. Hispanic and Latin American consumers.

“Having seen how closely the African-American and Hispanic marketing arms and communications teams are aligned within companies, it only made sense for us to add Hispanic and Latin American capabilities. With the additional expertise of Alejandra, we’ll be able to offer new and existing clients a comprehensive package of cultural marketing solutions. We’re very excited about having her on board.”

Combined, African-Americans and Hispanics make up 78 million of the total U.S. population (292 million) and have a combined buying power of \$1.14 trillion.

Some of BLH Consulting, Inc. recent clients include: Concessions International LLC, ING Financial Services, National Court Appointed Special Advocate Association, and the MultiCultural Foodservice & Hospitality Alliance.