

GABRIELA MANGIERI HARPER
FOUNDER & OWNER
THE ÑU GROUP, LLC.
SAINT PAUL, MN



For the last ten years, Gabriela Mangieri Harper has been creating, directing, and managing marketing communications to effectively reach the US Hispanic and Latin American markets. She is the president and owner of The Ñu Group, a marketing communications firm specializing in the Hispanic market, based in St. Paul, Minnesota.

Gabriela's expertise includes multicultural marketing and communications planning and creative development for print and TV/radio advertising, promotions, community outreach and direct marketing. Gabriela has directed and produced multicultural communications for clients such as, BlueCross BlueShield of Minnesota, Casa de Esperanza, CLUES, General Mills, Medtronic, Target Corporation, UCARE Minnesota, University of Minnesota, U.S. Bank and Wells Fargo, among others.

In April 2003, she won the ARC Bronze Award of the Midwest Direct Marketing Association in the general market "Consumer Lead Generation Direct Mail" category for strategic planning, management and copywriting for the U.S. Bank Hispanic Direct Mail campaign. In 2006, she received the *25 On the Rise* award by the Hispanic Chamber of Commerce of Minnesota – a recognition that celebrates the achievements of Latinos in Minnesota.

Born and raised in Argentina, Gabriela, as a Latina immigrant herself, does not just help clients reach the Latino community, she *is* part of the community bringing cultural awareness and understanding to her clients branding, communications and media efforts to establish an emotional connection and a long-lasting, direct marketing credibility.

In an article by the Twin Cities Business magazine she says: *"I am very fortunate that I can serve both Latino consumers and our clients by giving the Latino market the respect and attention it deserves, and by helping our clients successfully connect with them".*