

## Flowers Communications Group taps Ignacio Carrillo to lead FCG Latino

Written by

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Flowers Communications Group (FCG), a leader in multicultural communications, appoints Ignacio H. Carrillo as Vice President. As the agency celebrates 20 years in business and five years of its FCG Latino practice, Carrillo continues to strengthen the firm's Hispanic marketing communications efforts and expand its depth in the social media and creative sectors.

Carrillo, a seasoned communicator with years of experience in general market and multicultural markets, has previously held senior-level posts at the Experiencia Agency, Weber Shandwick/Axis, and The Jeffrey Group. "Ignacio is smart, energetic, and results driven. More importantly, he is passionate about the Hispanic consumer market and understands how to create programs that make the connection," said FCG president, Rashada Whitehead. "His considerable experience and consumer-centric approach through social media, live engagement and non-traditional public relations are timely and relevant.

As a part of his duties at FCG, Carrillo also oversees the MillerCoors account. "We are very excited about the opportunity of working with Ignacio (Carrillo)," said Larry Waters, VP of multicultural relations at MillerCoors. Prior to joining FCG, Carrillo was consulting for agencies like Fleishman-Hillard and Schwartz Communications among others. During this time he developed and managed new business development plans, social media campaigns, and experiential consulting strategies. It's key we leverage consumer insights, social media tools, and innovative creative to continue to drive our clients' business forward."

Carrillo will be instrumental in the growth and expansion of FCG's Latino and social media practice groups. He will lead a team of his FCG colleagues working to expand the agency's US Hispanic and digital media practice, including Tony Balasandiran, Juan Alvarez, Harvey Henao, Ebonne Just, Paris Tyler, Daisy Garcia, and Chevonne Collins.

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Flowers Communications Group (FCG) is one of the country's leading multicultural communications agencies. Founded in 1991 by D. Michelle Flowers Welch, the agency over the past 20 years has been recognized with countless industry accolades for working with its client partners to create and deliver integrated communications programs that reach and respect diverse consumer segments.

FCG is a member of IPREX, one of the world's largest public relations networks, comprised of independent PR agencies in major markets worldwide, and the Alliance of Business Leaders and Entrepreneurs (ABLE).

Learn more about and stay connected to FCG by visiting the agency's website at [www.flowerscomm.com](http://www.flowerscomm.com) or through BLOOM at [www.flowerscomm.com/bloom](http://www.flowerscomm.com/bloom).