



J.P. (Juan Pablo) Theberge, President

JP has been involved in marketing, advertising and market research for more than a decade. His in-depth knowledge of the U.S. Hispanic market as well as his solid research, advertising and marketing background has allowed J.P. to give his clients the ability to make their products more relevant to Hispanic and Latin American consumers.

Advertising Background

While working at global advertising and branding agencies such as Goodby, Silverstein & Partners and Foote, Cone & Belding, J.P. gained solid experience working on the branding, positioning, strategy and advertising for world-renowned brands such as the Lycos Network, Hewlett Packard, HotBot.com, DHL Worldwide, Vail Resorts Inc., the Clorox Company and the California Fluid Milk Processors Advisory Board (on the award-winning "got milk?" campaign). A number of campaigns that J.P. has worked on have received Effies (award for effectiveness in advertising based on research) and other industry awards.

Expert in the Hispanic Market

Transitioning from the General Market to the Hispanic market, JP leveraged his brand-building and marketing experience and his own Hispanic culture into a successful role as a moderator, planner and researcher in the Hispanic market. He has written and co-written various articles in trade publications and regularly speaks in public on the topic of Hispanic marketing.

Research and Planning Expertise

As a researcher and focus group moderator who has directly dialogued in Spanish with tens of thousands of Hispanic and Latin American consumers, JP's easy-going manner belies his ability to dig deeper into what makes the consumer tick by using customized projective techniques adapted from sociology, psychology and anthropology. Throughout his career, he has developed specific expertise in website usability labs, ethnographic / non-traditional research, video documentaries, as well as teen and youth research.

Most recently, J.P. was vice president as well as senior marketer and moderator on Hispanic business at global market research firm, Taylor Nelson Sofres.

Category Expertise

While J.P. has worked with clients in virtually every product category, he has an in-depth understanding of the packaged goods, financial services, automotive and alcoholic beverages sectors. Contact J.P. for more detail on his expertise in these or other categories.

Personal Background

J.P. was raised speaking both Spanish and English fluently, and is also proficient in French. He is of Argentine descent and spent a good part of his childhood in Latin America, having lived in Chile, Nicaragua and Argentina until his early teens. He holds a degree in International Relations with a concentration in Latin American Studies and coursework in socio-cultural anthropology from Boston University. He has also completed the course for advanced qualitative research at the RIVA institute. In his free time he is an avid marathon runner, triathlete and disabled athlete advocate.