

**Kimberly Casiano**  
**President and Chief Operating Officer, Casiano Communications**  
**Board Director, Ford Motor Company**



In 1988, Kimberly Casiano joined her family's publishing and marketing business, Casiano Communications Inc. and became President in 1994. Founded 33 years ago, Casiano Communications is the largest U.S. Hispanic publisher of magazines and periodicals in the country. Each of its ten business and consumer publications, is the undisputed leader in its respective market segment. The company's Internet portal, [www.puertoricowow.com](http://www.puertoricowow.com), is one of the largest bilingual (Spanish/English) portals in the U.S. with about 20 million hits monthly. Through its subsidiary Direct ResponSource, Casiano Communications also provides bilingual (English-Spanish) direct marketing, call center and customer care services to numerous Fortune 1000 companies targeting customers in Puerto Rico, the Caribbean, and the U.S. Hispanic Market.

In December 2003, Ms. Casiano was elected to the Board of Directors of Ford Motor Company. She was the first Hispanic woman to serve on any of the top five Fortune 100 corporate boards. In April 2006, Ms. Casiano was elected to the Board of Directors of Mutual of America. Founded in 1945, Mutual of America, a Fortune 1000 company headquartered in New York.

Ms. Casiano, is active on the board of a number of non-profit organization, including the Board of Trustees of the Hispanic College Fund. She is co-founder and Vice-Chair of Nuestra Casa de los Niños, a Puerto Rico-based organization that provides private-school education for economically disadvantaged children. Ms. Casiano is also a member of the Board of Advisors of the Moffitt Cancer Center in Tampa, Florida.

Ms. Casiano's involvement in business organizations includes the Board of Directors and Chapter Chair of the Young Presidents' Organization (YPO),

Puerto Rico chapter. She is also a member of the Access America Task Force of the U.S. Chamber of Commerce (USCC), Washington, D.C.

Born in New York to Puerto Rican parents, Ms. Casiano moved to Puerto Rico when she was 12, thus growing-up in a bicultural, bilingual environment. She studied Politics and Latin American Studies at Princeton University (B.A., *magna cum laude*, 1979) and obtained her Master's in Business Administration (M.B.A.) from Harvard Business School in 1981. Ms. Casiano is married to Peruvian-born Juan F. Woodroffe and the couple has two children.