

Tere A. Zubizarreta
Founder
Zubi Advertising

A pioneer in the advertising industry, Tere A. Zubizarreta (also known as Tere Zubi) was instrumental in helping to shift American marketers' perceptions about Hispanics in the U.S., replacing the idea of Latinos being a homogenous minority group with limited resources with the dynamic reality of a multifaceted consumer segment representing the greatest growth opportunity of the 21st Century.

Herself a product of change, Tere was displaced from her country by the Castro revolution in Cuba in 1959, arriving in the U.S. just in time to experience the Civil Rights and Women's movements of the 1960s and 1970s. Leaving behind a life and lifestyle that could never be replicated, she was undaunted by the realities of political exile, reinventing her roles as wife and mother, and embarking on a career that not only became a passion and successful business venture, but a catalyst for her future impact on the community.

Tere's career in advertising started at McCann/Marshalk Advertising, where she started as a secretary and worked her way thru the agency's many departments. In 1976, as the U.S. was learning to embrace a new diversity, Tere opened the doors of Zubi Advertising. In addition to a borrowed desk, a phone and a \$465 retainer from her first client, she was armed with the vision that the Hispanic consumer segment would grow to help redefine American culture, and with a mission to help remove what she believed was the greatest barrier preventing minorities from participating in the American Dream: the blinding power of stereotypes.

Initially dominated by simple translations and voiceovers of general market spots, Hispanic advertising executions slowly evolved to include dedicated Spanish-language executions with Latino talent. Today, the aspirational, vibrant, diverse culture that is this community's reality is also the cornerstone of effectively engaging this segment. Dedicated strategies based on cultural insights and relevance, using language nuances to target different Hispanic ethnicities, talent that reflects a diversity of races, women in the workforce with career aspirations, a population with economic and political power, technological sophistication, and the integration of two distinct cultures now dramatically changing the face of America to form a unique, new multicultural mainstream. Recognized as one of the nation's leading Hispanic advertising agencies that continues to define that evolving voice, Zubi Advertising's annual billings have grown to exceed \$195 million.

Tere spent as much time giving back to the community as she did giving time to her clients. A passionate volunteer, mentor and philanthropist, her first experience with a community organization came not as a contributor, but as a recipient. Even in Miami's somewhat mild winter, she found herself in need of a coat, and visited Goodwill Industries, where she was allowed to pick one out. Forever touched by this experience, she acknowledged this simple act of kindness through over 40 years of committed service to her community and active charity work.

She went on to serve on the United Way of Miami-Dade's Board of Directors, United Way of America's Board of Governors, the Orange Bowl Committee, Beacon Council, and the Board of Trustees of Miami Children's Hospital. She is co-founder of FACE, Facts About Cuban Exiles, and was instrumental in founding the Guantanamo Refugee Assistance Project to help Cuban and Haitian Refugees get a good start in the U.S.

Among her many honors, Tere received the Sears Hispanic-American Family of the Year Award, the B'nai B'rith Award for Community Service, the United Way Dorothy Shula Award for Outstanding Volunteerism, the Avon Women of Enterprise Award, The Miami Herald Charles Whited Spirit of Excellence Award, the Alexis de Tocqueville Award, the Monsignor Bryan O. Walsh Award, and the Eduardo Caballero Lifetime Achievement Award.

Although sharing herself with the community brought her immense fulfillment, Tere's greatest joy was her family: her husband Octavio, her children Octavio "Joe", Michelle and her grandchildren Charlotte and Michael.

After a hard-fought battle with cancer, Tere passed away peacefully on July 26, 2007. Her legacy is rich on many levels... But it is the impact she had on family and friends, and the hundreds of employees, clients, and people whose lives she touched along the way – the ones who lovingly still refer to her as "Mama Zubi" – that serves as the most appropriate testimony to her kindness, compassion, and gift for honoring each and every individual.