



Armando Azarloza
President, The Axis Agency

Armando Azarloza brings over 18 years of experience in public relations, marketing and advertising. As president of the Axis Agency, part of the Interpublic Group of Companies (IPG), Armando is responsible for leading our teams in providing our clients with the best insights into the U.S. multicultural markets.

An expert in integrated marketing, his campaigns are defined by innovation and creative thinking. Whether launching a new product, managing a company's reputation or brand building among Hispanics and African Americans his efforts produce compelling experiences that are consistent with lifestyle, tell a story and drive unique relevant influences.

Armando has developed award-winning multicultural campaigns for a broad range of clients in diverse product categories. He has handled assignments for Azteca America, Univision, Televisa, Nintendo, U.S. Treasury, U.S. Army, Absolut Vodka, Kohl's, Islands of the Bahamas, Los Angeles Police Department, La Bella Hair Products and Jafra Cosmetics.

Before joining the firm, Armando was press secretary to Rep. Buck McKeon, the former chairman of the House Committee on Education and the Workforce. While in Washington D.C. he worked on the Reauthorization of the Higher Education Act and the Workforce Investment Act. Armando started his career as an advancement for First Lady Nancy Reagan.

Armando is also active in the community serving on the board of directors of Padres Contra el Cancer, a non-profit health organization affiliated with Children's Hospital

Los Angeles that serves the needs of Hispanic children and families with cancer. He was also on the Board of Directors of the Lagrant Foundation which works to support and place minority advertising and marketing students in agencies around the U.S.

Armando is also a regular university guest lecturer speaking often the University of Southern California and University of California, Los Angeles. Fluent in Spanish, Armando has a B.A. in Political Science from UCLA.