



For nearly two decades, Gustavo Bernal has been developing strategic communications campaigns on behalf of corporations and brands in the Latin American and U.S. markets. He is currently Sr. Strategic Advisor in Diversity and Inclusion Marketing at Blue Cross Blue Shield of North Carolina (BCBSNC). He has been in this role for over two years and manages the marketing communications strategy for BCBSNC's diversity and inclusion marketing program. He oversees the development and

refinement of the division's long-term market strategy, policies, objectives and initiatives. Bilingual and bicultural, Gustavo's vast multicultural marketing expertise helps ensure that BCBSNC's message truly resonates with multicultural consumers in NC. He has been instrumental in helping the organization roll out new products, such as Blue Local, that positively impact consumers throughout the state.

Before joining BCBSNC, Gustavo worked both internationally and locally for a diverse range of organizations, including Univision, MasterCard International, KPMG, and even his own diversity-marketing firm Latino Consulting Group.

Originally from Bogotá, Colombia, Gustavo holds a Bachelor of Arts in Marketing and Advertising degree from Universidad Politécnico Grancolombiano. He has been involved various organizations, including serving on the board of the North Carolina Hispanic Chamber of Commerce and the Urban Ministries of Wake County. He likes to bike, practice yoga and travel with his lovely fiancé, Tulia.