

Yai Vargas Bio

Having been born in the Dominican Republic and immigrating to the United States at a young age, Yai's story is one many people can relate to. The cultural and social nuances along with family traditions that were gathered along the way have all been weaved into the very fabric of Yai's brand.

As a multicultural marketing expert, Yai has worked with Fortune 100 companies to help develop their connection with the community. From building marketing strategies to community engagement programs, Yai has managed to bring the consumer into the corporation and the corporations into the communities. She has presented on various topics such as executive presence, personal branding, LinkedIn for beginners and experts and Latina leaders in the workplace. Yai has corporate and agency experience in the diversity, public relations and multi-cultural communications fields. She has worked for a wide range of industries such as automotive, sports, non-profit, health and currently financial services.

Yai holds a Bachelor of Science degree in Advertising and Marketing Communications from the Fashion Institute of Technology and a Marketing Certification from New York University. Yai also sits on The Latino Commission on AIDS' Business Leadership Council where she consults on fundraising, social media and marketing strategy since 2006.

As a self-proclaimed LinkedIn and networking ninja, Yai empowers and teaches others how to be effective in developing connections. She moves, motivates and inspires Latina professionals to connect and build relationships through Latinista with chapters in New York, Miami and recently announced, Madrid.