Mariko Carpenter

Mariko Carpenter is the Vice President of Strategic Community Alliances at Nielsen, based in New York City. As a member of the Diversity and Inclusion team, she is a thought leader in understanding the Asian American consumer group. In her role, she shares valuable data that empowers Asian American advocacy groups and community leaders. She also addresses marketers on the changing face of America, and the economic power and influence of Asian Americans in this country.

Ms. Carpenter’s personal experience of witnessing the transformation into a multicultural country has brought passion and inspiration to the work she does today with the Asian American communities. Raised in New York City, she remembers vividly the confusion of a child trying to fit in but constantly being told that she was a foreigner: “My father would always remind me that no matter what I did or said, everyone else will always see me as Japanese. And I understood that to be the reason why no one looked like me on TV, in the movies, or in magazines. Luckily, that is not the narrative for my daughters today.”

Previously, Ms. Carpenter was the Consumer Marketing lead at Conde Nast responsible for three iconic American brands: GQ, Bon Appetit and Golf Digest. Her current work includes frequent travels across the country to share insights on what makes Asian Americans an integral part of the future of this country. Ms. Carpenter lives in Manhattan with her husband and their two daughters. She received her Bachelor’s from Vassar College in Asian Studies and French, and her Master’s in Marketing from New York University.