Tim Wang

Tim Wang is founder & principal of TDW+Co (www.tdwandco.com), a mission-driven community-based ad agency dedicated to creating meaningful dialogue that inspires positive and social impact within diverse communities.

Tim serves as chief strategist, creative, and marketer providing vision and direction on overall agency business and growth leading a team of over 40 across strategy, creative, media and community engagement within three offices in Seattle, LA and NY. He has led hundreds of campaigns that enables community-based insights to bring to life impactful campaign work spanning across the country in over 20 languages. His agency’s multicultural communications work has garnered national recognition across numerous industry creative award competitions, winning at Effies, ANA Multicultural, 3AF, and many others.

Founded in 2004, Tim’s agency currently works with dedicated national brand partners that share its mission including AARP, St. Jude Children’s Research Hospital, U.S. Bank, and the U.S. Census Bureau, serving as the official communications and outreach partner to the Asian American communities for the 2020 Census. Today, Tim continues his passion for building a strong and sustainable organizational culture and ensuring that TDW+Co is constantly living out its mission, vision, and values. He enjoys spending time with his 5-year-old son, Elijah, and remains active as an avid hoopster after having played his college basketball for his alma mater, Pacific Lutheran University.
MEET OUR SPEAKERS

Iris Yim

With over fifteen years of experience in the industry, Iris has led a wide-ranging variety of strategic projects. Her experience in both qualitative and quantitative research across multiple cultural segments makes her a versatile researcher that approaches research in a holistic and innovative way to solve clients’ business problems and uncover insights.

A natural extrovert, she brings her passion, forthrightness and creativity to every project. Prior to Sparkle Insights, Iris was a senior project director at Phoenix Marketing International working with Fortune 500 companies across industries to connect with multicultural consumers as well as consumers in emerging economies such as China. The types of studies Iris have conducted include market opportunity assessments, customer satisfaction, attitude and awareness, ad testing, positioning, segmentation and new product development.

Iris has worked with an impressive list of clients ranging from consumer packaged goods, pharmaceutical, finance, travel and leisure, nonprofit and more. Some of her clients include Unilever, GIA, McDonald’s, AARP, InterContinental Hotel Group, Hyatt, Novo Nordisk, Novartis, Wells Fargo and MoneyGram, among others. Iris is Vice President and Research Chair of the Asian American Advertising Federation and a co-author of the award winning Asian American Market Report published by Phoenix Marketing International in 2005 and 2009. She is an alumna of the RIVA Training Institute and holds an MBA from the University of Michigan and a master’s degree in public relations from the University of Southern California.
Javier A. Ortiz currently serves as Head of Sales for KTSF-TV 26 in the San Francisco Bay Area and is a board member of 3AF (Asian American Advertising Federation). KTSF was the first station to broadcast Asian language programming and the first to produce live Chinese-language newscasts in the United States.

Ortiz also serves as Host and Executive Producer of the ‘LOCALVISION Network BEST’ show which is seen nationally on KTSF digital platforms. The show highlights the best places to shop, eat and play in the San Francisco Bay. Ortiz is a nationally recognized business leader and a former college football student-athlete at San Jose State University. He was one of twelve NCAA student-athletes awarded the prestigious NCAA Ethnic-Minority Post Graduate Scholarship. After college, he has held various leadership roles for top professional and collegiate sports teams, TV stations and radio groups while working with major Fortune 500 businesses all over the United States.

Through the years, Ortiz has been an invited speaker for various speaking engagements in public, on camera and on the radio. Ortiz has also served as the keynote speaker for the San Jose State School of Journalism and Mass Communications graduation, as well as the NCAA Leadership Conference. In 2016, Ortiz was selected as the General Manager of the Year in the United States by Radio Ink Magazine for his leadership of TV stations, radio stations, digital properties, multicultural advocacy, volunteerism, community affairs, politics, events and concerts.
Sandy Close

Sandy started her career covering China and Vietnam as an editor of the Far Eastern Economic Review in the mid-1960s. She became editor of Pacific News Service in 1974 and was a pioneer in developing youth media.

In 1996, she founded New America Media, the first and largest collaboration of ethnic news organizations. Her work has received several awards, including a MacArthur Foundation “Genius Award” and the 2011 Polk Award for Career Achievement. In 1996, a film she co-produced, Breathing Lessons, won an Academy Award for best short documentary. She founded Ethnic Media Services in 2017 to continue her work amplifying and elevating the voices of ethnic media.