



Bill Imada
IW Group, Inc.

Bill Imada is Chairman and Chief Executive Officer of the IW Group (formerly Imada Wong Communications Group), a full-service communications firm that specializes in the growing multicultural markets in the U.S. With more than 20 years of experience in marketing, public relations, advertising and training, Bill and his company continue to represent some of the top brands. Some of his clients include American Airlines, The Coca-Cola Company, Edison International/Southern California Edison, Farmers Insurance, Kaiser Foundation Health Plan, McDonald's USA, MetLife, and many others.

The IW Group also represents a number of prominent governmental agencies and non-profit organizations, including the Office of National Drug Control Policy, the California Wellness Foundation, the Christopher and Dana Reeve Foundation, and the U.S. Census Bureau.

The IW Group was ranked the 10th largest public relations agency in the Los Angeles County by the *Los Angeles Business Journal* (2007) and is among the top five Asian-American advertising firms in this country according to *Advertising Age* (2008). His firm has 76 full-time employees and offices in Los Angeles, San Francisco and New York City—three of the top markets for the U.S. Asian consumer and B2B markets.

Bill is active in the community and devotes a countless number of hours to pro bono services. He currently serves on the board of directors for the Advertising Educational Foundation, Asian Business Association, Asian & Pacific Islander American Health Forum, Center for Asian American Media, and The Eli and Edythe Broad Stage in Santa Monica, and is an advisor to the American Cancer

Society, Asian & Pacific Islander American Scholarship Fund, Asian Professional Exchange, Asian Real Estate Association of America, and the Asian American Justice Center.

Bill is an active blogger and writer. He currently blogs for *Advertising Age* and has served as a guest writer for magazines and newspapers throughout the country.

Bill holds his bachelor's degree in management from California State University, Northridge. He is also an AMBEP graduate from the Tuck School of Business.

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