

Marisa Kashapov, ICSAtlanta Governing Board Chair

As a corporate communications, PR, public affairs, marketing, and media relations professional with experience working with domestic and international non-profit and for-profit organizations and companies, Marisa has effectively developed, led, and executed strategic communications and relationship-building initiatives over the past 20 years. Currently, Marisa is Senior Director of Public Relations at Equifax Inc. in Atlanta.

Initially, Marisa, who has a Bachelor's of Science in Journalism and minor in Spanish, launched her career as the only bilingual journalist at People Magazine and People En Español in the Miami Bureau. (She also has the distinction of being the first correspondent in the magazine's history to be granted access to enter Cuba since Fidel Castro seized power in 1959.) She later moved into a communications and public relations position for a non-profit educational foundation which created and published materials for at-risk youths in the Miami-Dade County public school system and Florida Department of Juvenile Justice.

Landing in Atlanta in 2000, she joined a market research firm specializing in providing consulting services to YMCAs and other non-profits and later worked for an international orphan advocacy group, where she traveled with other staff members to the United Nations Committee on the Rights of the Child to make a presentation regarding the basic right of a child without parents to have permanent home.

In 2005, she worked with an association management company, where she served as national media spokesperson and member liaison to the IFC, representing the \$4.6 billion-dollar global infant formula industry. Later, as the Director of Hispanic External Affairs for a national financial services agency, she developed national, regional and local corporate and non-profit partnerships that increased the organization's visibility across the country as well as provided counsel on Hispanic marketing campaigns and served as their Spanish-language media spokesperson. Before joining Equifax in 2014, Marisa worked for UPS in their Employee and Brand Communications department and served as the Vice President of Strategic Communications for the GLG, a Fortune 500 consulting firm based in California.

Born to Cuban immigrants in Miami, Marisa lived in Hong Kong for the first five years of her life and has traveled extensively through Europe, Latin America, and Asia throughout her life. Marisa has always valued her Hispanic heritage, culture, and Spanish language as well as recognized the importance of diversity and having global perspective in the business world.

"With the influx of families from around the world to Atlanta as well as multi-national companies headquartered here, the future face of Atlanta's workforce is rapidly changing," says Kashapov. "In order for our children to compete in this new marketplace, not only will speaking other languages be an asset but having high cultural intelligence will be essential to successfully engaging in any social or business setting."