

Andy Checo is associate vice president at [Havas FORMULATIN](#) and president of the [Hispanic Public Relations Association](#) (HPRA). Checo has nearly 20 years of public relations and marketing communications experience specializing in the US Hispanic market. He has worked both the agency side (RL Public Relations, Edelman, The Vidal Partnership, Interpublic Group's ICC Lowe and Arcos Communications), and in-house through his work for publicly listed and privately held companies (MundoFOX, Maximus Inc. and Healthfirst).

Featured in the PRSA Foundation's book [Diverse Voices: Profiles in Leadership](#), his thought leadership pieces have been published on PRWeek, HispanicAd.com and HispanicPRBlog. He sits on the Steering Committee of the industry-wide [Diversity Action Alliance](#), a coalition of Public Relations and communications leaders joining forces to accelerate progress in the achievement of meaningful and tangible results in diversity, equity, and inclusion.

Originally from the Dominican Republic, Checo grew-up in New York City. He received a bachelor's degree in public relations and international studies from Mount Saint Mary College (NY) and attended a master's program at Middlebury College's Language School in Vermont and Madrid. He is a graduate of the 4A's Institute of Advance Advertising Studies.