

Monica Gadsby to be inducted into the 26th Annual Broadcasting & Cable Hall of Fame

MIAMI: July 27, 2016 The Broadcasting & Cable Hall of Fame - the premiere industry event paying tribute to the pioneers, innovators and stars of the electronic arts - has named its class of 2016. Monica Gadsby was most recently invited and will be honored in the 26th Annual Broadcasting & Cable Hall of Fame event, for her pioneering work throughout the years in the field of multicultural marketing.

Receiving this coveted Hall of Fame honor is more than the acknowledgement of a successful career. It is a singular recognition that the honoree changed the paradigm within his or her specific field - not just now but also for future generations who one day will make their own mark upon our industry.

The broadcasting and cable industries have thrived because of their extraordinary leaders like Gadsby, whose passion and creativity has been consistently dynamic and forward thinking. When few in the industry understood the importance of this key demographic, she was increasing her clients' market share in Hispanic communities throughout the U.S.

With 28 years in advertising across the U.S. Multicultural and Latin American markets, she continues to set the mark for the future of the business. This spring, Gadsby was appointed CEO for Latin America at Publicis One where she is now implementing a future forward business model with end-to-end solutions across the region.

To view the 2016 class, visit <http://www.bchalloffame.com/honorees>

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