Diversity and Multicultural Marketing Executives Join Northwestern Mutual

Experts bring private- and public-sector expertise

MILWAUKEE, Oct. 15, 2014 /PRNewswire/ -- Northwestern Mutual has added two multicultural marketing experts to its Diversity and Inclusion team.

Jose Gomez, director of diversity and inclusion, leadership development, is responsible for designing and delivering leading edge solutions in diversity, inclusion and multicultural leadership consulting strategies. His expertise includes the areas of workforce, community, marketplace, and leadership diversity.

Based in Milwaukee, Gomez previously was senior managing partner of Denver-based Multicultural Solutions, a diversity, bilingual communications and public affairs company focusing on multicultural strategies, training and communications. Prior to that Gomez served as director of diversity and corporate relations at Brinker International; as well as senior manager, corporate affairs and diversity at Walmart Stores, Inc.; and director of the Hispanic Alliance for Career Enhancement (HACE) in Chicago, a national non-profit organization dedicated to creating professional development and workforce diversity programs. He holds an undergraduate degree from the University of Illinois at Urbana-Champaign.

Luis Cachua, director multicultural markets, will develop and lead the company's Hispanic-integrated marketing initiatives out of Los Angeles. Cachua will be working with Northwestern Mutual's cross functional teams and external Hispanic community partners. Cachua comes to Northwestern Mutual with significant marketing experience in financial services, having worked on multicultural market development with Wells Fargo, most recently as vice president of diverse segments strategy including management of national sponsorships and design of integrated marketing plans. Cachua holds an undergraduate degree from the University of Southern California.

"Both Jose and Luis understand the financial-services industry, are bilingual, and will be valuable assets as we continue to expand our Hispanic-market initiatives," said Chris Meece, director of multicultural market strategy at Northwestern Mutual. "They not only bring a wealth of diversity experience in both the corporate and nonprofit worlds, they also share our belief that our company's brand values align well with those of the Hispanic market - building trust, keeping promises, and doing the right thing for your family."

Northwestern Mutual offers a number of tools designed specifically to help Hispanic clients and their families achieve financial security, including an informational microsite in English and Spanish (http://es.northwesternmutual.com/) and a variety of Spanish-language materials and videos on financial planning, available through Northwestern Mutual Financial Representatives.

About Northwestern Mutual
Northwestern Mutual has been helping families and businesses achieve financial security for nearly 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With more than $217 billion in assets, $26 billion in revenues and more than $1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.2 million people who rely on us for insurance and investment solutions, including life, disability and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; Northwestern Long Term Care Insurance Company; and Russell Investments.

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For further information: Autumn Latimore, 1-800-323-7033 mediarelations@northwesternmutual.com

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