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Dr. Jake Beniflah is a Senior Fellow at the Conference Board Marketing and Communications Center, where he is developing new leading economic indicators for a multicultural America.

Dr. Beniflah is currently the Executive Director of the Center for Multicultural Science, a leading U.S. non-profit, non-partisan think tank in multicultural marketing research and data science. The Center for Multicultural Science is the home of an industry-leading Research and Data Lab and Data Science Accelerator, designed to educate, mentor, and place tomorrow's underrepresented multicultural workforce in data science positions in corporate America. Prior to launching the Center for Multicultural Science in 2010, Dr. Beniflah spent 15-years as a growth consultant for a number of Fortune 100 companies in the United States.

Dr. Beniflah has fought for the fair and equitable representation of Latino and African American consumers in the media for almost three decades. He has significant experience in corporate governance, management, business strategy, data science, and organizational strategy. He is considered a thought leader and research pioneer. He is the founder and editor-in-chief of the *Journal of Cultural Marketing Strategy* and guest editor of the Special Issue of Multicultural Marketing in the *Journal of Brand Strategy*. He has published more than 25 academic articles in a number of peer-reviewed journals in the U.S. and abroad. Dr. Beniflah is finishing his first book, titled *The Big Shift*, urging corporations to redefine marketing given the changes of a multicultural America.

Dr. Beniflah received his doctorate in Business Administration from Golden Gate University in 2010 and received a data science certification in 2019.