



Omi Diaz-Cooper

Growth Ops Strategist

MARKETING FIREBALL

Omi is a marketing fireball who burns with perpetual positive energy and an impressive skill set. After a little Miami jet fuel (Cuban 'cafecito') her days are full-speed forward.

Omi is a marketing geek and has been for over 25 years. Her eclectic background gives her a unique perspective on cultural issues and how they shape marketing communications. She's used it to guide strategies for clients like Silver Airways, Regent Seven Seas Cruises, AMC Health, Sony Latin America, Baxter Health, Amerijet International, Davis Vision, Willis Lease, and TransUnion.

In 2000, Omi co-founded Diaz & Cooper, alongside her husband, Todd Cooper. Today, the agency is in its 21st year, is a Top 25 South Florida Advertising Agency six times over and is a leading, gold-certified HubSpot Solutions Partner and Results-Only Workplace.

During this time, Omi discovered yet another passion – sharing her insight with others. Whether it's teaching the Sales Skill Bootcamp for HubSpot Academy, speaking to the Greater Miami Chamber of Commerce, at NYC LeadsCon or serving on a panel for Goldman Sacs 10,000 Small Businesses and MediaPost OMMA Digital conferences, Omi always brings her vibrant attitude to the podium.

And of course, a little cafecito is always welcome.

FUN FACTS:

Omi's expertise ranges from anthropology to languages (she speaks fluent Spanish and Italian, and is pretty good in French). She has volunteered on archaeological digs and co-produced a documentary film on Hispanic women leaders.





ENGAGING TOPICS

1. Leveraging Tribal Psychology for Effective Marketing
2. Accelerate Sales through Ethnographic Discovery
3. Elevating Customer Experience and Driving Revenue Growth
4. Innovative Approach to Travel Marketing Success
5. How Anthropology Can Help You Stay Ahead in Aviation
6. Anthro Insights for CRM Success

KEYNOTE SPEAKER

- Women in Marketing Leadership Summit
- Search Insider Summit
- IITA Summit
- Tourism Office of Spain
- Goldman Sacs 10K Small Business
- GMCC Tidbits of Marketing Genius
- OMMA Digital, Boston
- Digital MasterClass
- LeadsCon 2016, NYC
- Media Post Engage Hispanics
- OMMA Digital Conference
- Luxury Marketing Council of Florida
- Entrepreneur's Organization

CONNECT WITH OMI

-  <https://360omi.com/>
-  omi@diazcooper.com
-  (786) 233-0417
-  [@omidiazcooper/](#)

