

**Adriana Waterston**

Chief Revenue Officer and Insights & Strategy Lead  
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As Chief Revenue Officer and Insights & Strategy Lead, Adriana oversees Horowitz's Latinx, BIPOC, millennial, and Gen Z research. She also heads up Green Horizons, Horowitz's recently-launched division specializing in Cannabis and Holistic Health.

Adriana is a research junkie with a flair for finding the story behind the statistics, teasing meaning out of measurements, and revealing the faces behind the facts. A thought leader in the diversity space, Adriana has consulted for clients in entertainment and news media, technology and telecommunications, travel and hospitality, CPG, toys, and of course, the emerging Cannabis market, among others. On the consumer side, Adriana helps clients reach, serve, and resonate with Latinx and BIPOC consumers and emerging audiences like today's cannabis consumer. On the DEI side, she helps companies address issues of corporate culture and talent development, particularly for Latinx, BIPOC, LGBTQIA+, and employees with disabilities.

A Puerto Rico native, Adriana was named one of the "Most Influential Minorities in Cable" by Cablefax Magazine. She is frequently quoted in the trade press and has presented at numerous events including the Cultural Insights Forum, NAMIC conference, Hispanic TV Summit, Streaming TV Summit, NAB, Media Insights and Engagement, ARF (Advertising Research Foundation) events, and others. Among other accolades, Adriana received two CTAM TAMI awards and the Agency Executive Award for Research & Measurement for her multicultural work. She co-authored *The Practical Guide to Multicultural Marketing*, which won the Bronze Global Ebook Awards in the Multicultural Non-Fiction category in 2013.