



**FOR IMMEDIATE RELEASE**

**NAMIC ANNOUNCES THE APPOINTMENT OF DAIJA ARIAS AS VICE PRESIDENT OF MARKETING AND DEVELOPMENT**

**S. Monique Wells Promoted To Director Of Finance And Administration**

**NEW YORK, NY – February 10, 2015 --** The **National Association for Multi-ethnicity in Communications (NAMIC)** today announced the appointment of veteran industry executive, **Daija Arias** as its vice president of Marketing and Development. Arias joins the leadership team of NAMIC, a leading 501(c)(6) trade association as the organization celebrates its 35<sup>th</sup> year of advocating for diversity and inclusion within the communications industry.

With extensive managerial experience across all media platforms, Arias has a strong track record of developing and executing marketing and sales strategies for major brands. In her most recent executive position as senior vice president at RCN International Distribution; Arias oversaw the expansion of the company's portfolio in the United States, Latin America and Europe. Additionally, Arias has held senior management positions with leading industry brands such as Fox Networks; MGM Networks Latin America; Vivendi Universal's USA Network Latin America/Brazil; Universal Television Network and Telemundo Television Network. A key member of Telemundo's launch team, Arias contributed to the implementation of the network's distribution and content creation operations, while establishing advertising alliances. Arias' professional history also includes her appointment as the first female business leader to hold the position of vice president at Univision Network.

"NAMIC is thrilled to have a marketing executive with Daija's experience join our team. Her ability to deliver results-oriented branding strategies within a collaborative setting is evidenced by the wealth of solid relationships that she has cultivated over the course of her career. Daija's guidance and leadership will be invaluable as NAMIC continues its mission of advocating for diversity and inclusion," said **Eglon E. Simons**, NAMIC's president and CEO.

Arias commented: "With the shared goal of advancing multi-ethnic inclusion, I am excited about the opportunity to join NAMIC's leadership team. Our continued commitment to developing innovative partnerships that resonate with those within our industry and beyond will be essential to NAMIC's ongoing success. I look forward to working with the association's board, chapters, corporate partners and members to further our mission."

(more)

In addition to hiring Arias, NAMIC has promoted **S. Monique Wells** to director of Finance and Administration. Previously serving in the capacity of senior manager, Wells will continue to oversee the administrative and financial operations for NAMIC National. Wells joined the NAMIC team in August of 2009 as manager of Operations. A NAMIC member since 1991, Wells served as a consultant to NAMIC, contributing to a number of special projects prior to joining the staff. With an extensive background in sales and project management, Wells has held positions with the Los Angeles Unified School District, Patriot Communications and HBO, where she managed client services, off-channel promotions and special events as a member of the network's Affiliate Sales team. Wells holds an MBA in general business and marketing from Clark Atlanta University.

Simons commented: "I am honored to announce Monique's well-deserved promotion. Monique is a hard-working seasoned professional and a highly valued member of the NAMIC team. We look forward to her continued contribution to the association's success as we further our mission."

For more information regarding NAMIC and its programs and initiatives, visit [www.namic.com](http://www.namic.com) or contact NAMIC National at 212-594-5985.

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#### **ABOUT NAMIC**

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC comprises 2,200 professionals belonging to a network of 16 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve. For more information, please visit [www.namic.com](http://www.namic.com) and stay connected to NAMIC on Facebook, LinkedIn, and Twitter.

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