

## **November Hot Topic Call**

### **Google presents: Wireline Consumer Buying Habits**

Find out how and where consumers are going to purchase wireline products. Google and Millward Brown partnered on a study to learn more about today's shopper. This will provide valuable information as the Telco industry looks to sell products in a nontraditional way where consumers live, work and play.

### **Speaker**

Vivian Arestia, Account Executive –Telecom, Google



Vivian is an Account Executive at Google in the Telecom industry. Before joining Google earlier this year, Vivian worked on the client side in brand marketing at Johnson & Johnson leading brands such as LISTERINE, REACH and VISINE. Vivian has spent the majority of her career in CPG working in Sales or Marketing at companies like P&G and General Mills before J&J. She attended University of Pennsylvania twice - for both her BA in International Relations and then her MBA at Wharton in Marketing and Management.

Vivian is originally from South America, growing up in Peru and Brazil, and she speaks three languages fluently. She lives outside NYC with her husband, Jamie, and their four-year-old son, Lucas.