



# SUPPLIER DIVERSITY FAIR

MEET ASIAN-OWNED COMPANIES & LEARN ABOUT  
NEW OPPORTUNITIES FOR BRAND GROWTH

TUESDAY, MARCH 11, 2025



## PRESENTING COMPANY

## COMPANY SUMMARY & WEBSITE LINKS

## CONTACT



### **IW Group**

IW Group provides AARP and its partner agencies with a full suite of marketing, advertising, and communication services that complement AARP's internal teams and agency partners. Our expertise spans market research, experiential marketing, media relations, influencer marketing, public affairs, crisis communications, and corporate reputation management. We also have extensive experience collaborating with AARP's divisions, regional offices, and external agencies to ensure seamless execution and alignment.

**Janet Alikpala**  
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### **Asian Media Group, Inc.**

Asian Media Group is an Asian American-owned, digital first, performance driven media partner. We focus on scalable, data safe, high performing reach of diverse Asian American audiences cross-platform (OLV, CTV, high impact display, standard display). We are a recognized or preferred media partner across all major agency holding companies.

**Genessee Semler**  
[genessee.s@asianmedia.com](mailto:genessee.s@asianmedia.com)



### **SWYM.ai**

SWYM.ai is revolutionizing programmatic media buying by giving advertisers greater control over their supply path through AI-driven curation and workflow automation. Our platform enables agencies and brands to optimize media quality, reduce waste, and enhance efficiency by dynamically curating inventory across DSPs and SSPs. With SWYM, buyers can take charge of their programmatic stack to drive better outcomes with transparency and precision.

**Ravi Patel**  
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### **Balmoral Multicultural Marketing**

For 35 years, Balmoral Multicultural Marketing has been helping both leading Canadian and international brands, companies and government organizations generate growth and connections in new markets by cultivating relationships with this country's ever-growing multicultural communities. From research and strategic planning to creative advertising, community outreach, events, PR, and diversity, equity and inclusion training, Balmoral offers full multicultural marketing services. D-Lounge is Balmoral's dedicated digital and social media specialty division. Balmoral has offices in Toronto, Vancouver, Hong Kong, Mumbai, and Shanghai.

**Sharifa Khan**  
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# VIRTUAL SUPPLIER DIVERSITY FAIR

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### **Future Today**

Future Today is a minority owned (and certified) streaming publisher, owning and operating hundreds of free to consumer CTV apps delivering over 1.5 Billion Monthly CTV impressions with 50 million active US households watching on the big screen. Popular apps include Fawesome, Filmrise, AFV, HappyKids, iFood and hundreds more! Delivering targeted and diverse (including spanish language) audiences with mass scale and huge incremental reach.

**Alex Pakla**

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### **Sparkle Insights, Inc.**

Sparkle Insights is a boutique research consultancy specializing in uncovering actionable consumer insights through culturally attuned and data-driven strategies. We leverage cutting-edge methodologies—including AI-powered analytics, qualitative and quantitative research, and in-language studies—to help brands connect authentically with today's diverse audiences. Our expertise empowers businesses to refine their messaging, optimize campaigns, and drive meaningful engagement in an ever-evolving marketplace.

**Iris Yim**

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