

Gladys I. Manzanet

Gladys is a Senior Field Marketing & Integration Manager with Northwestern Mutual's Marketing Team. She focuses on growing Northwestern Mutual's presence in diverse markets nationwide. She also works with financial advisers, NM's employee resource groups and market leadership to help grow collective wealth and understanding in their communities. She has an arsenal of multicultural marketing; community engagement; strategy development; leadership coaching and development; and publicity experience. Before joining Northwestern Mutual, she led her own multicultural outreach business serving charitable organizations, schools, small businesses and government agencies throughout the state. She is a lifelong Milwaukee resident, where she lives with her husband and four children. Gladys and her family were recently recognized as the 2019 UMOs Hispanic Family of the Year for the positive impact they've had in Milwaukee over the last 20 years.

Current Affiliations:

- Marcus Performing Arts Center – Board Director, Executive Committee & Chair of the Personnel Committee
- Latino Veterans' Legacy of Valor Foundation – President Elect
- Hispanic Collaborative – Committee Member
- Journey House – Gala Committee Member
- TransCenter or Youth – Board Member
- St. Francis of Assisi Catholic Church – Finance Council

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Senior Field Marketing Integration Manager

(pronouns: she, her)

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