

LILIANA “LILI” GIL

AWARD-WINNING ENTREPRENEUR. CEO FOUNDER. INVESTOR. CORPORATE BOARD DIRECTOR. TV BUSINESS CONTRIBUTOR

CO-FOUNDER AND CHIEF EXECUTIVE OFFICER, CULTURE+ GROUP.



Lili is a **former corporate executive turned entrepreneur**, Cultural Intelligence® expert, and television business commentator known for her analysis of data and cultural trends impacting our economy and businesses. As an immigrant from Colombia, who came to the U.S. at the age of 17 without speaking English, she proudly embodies the American Dream. After a successful corporate career, including a 10-year tenure at Johnson & Johnson, where she pioneered multicultural marketing efforts for the Pharma sector and co-founded the Hispanic employee resource group “HOLA”, Lili co-founded the marketing agency [CIEN+](#) and the A.I. market research tech firm Human Dot Plus (Formerly [CulturIntel](#)). After over a decade of impacting the world’s most iconic brands and corporations, her firm has grown to become a first of its kind independent family of Cultural Intelligence® companies under the group name [Culture+ Group](#). Her firm has been listed **three times in a row by the Inc. 5000 as one of America’s Fastest Growing Independently-owned companies**.

With offices in the U.S. and Latin America, the group offers proprietary research, business strategy and marketing solutions for some of the world’s most iconic corporations that want to successfully understand how to tap into the full power of high-growth diverse market segments as a critical business driver and economic engine. Some of their clients include Google, Johnson & Johnson, Kellanova, Merck/ MSD, Novartis, The National Football League The San Francisco Giants, among other iconic brands and Fortune 500’s. As an influential voice in corporate America, she is on a mission to turn cultural trends into impact and profits across board rooms.

Lili is one of less than 2% of Latinas serving on a Fortune 500+ public board, as an independent director for the global youth retailer Zumiez (NASDAQ: ZUMZ) and RCN Television (BVC: RCNTELEVI). She also has served as [Chairwoman of the FRIENDS of the National American Latino Museum](#) and is an investor and operating executive board member for [AUA Private Equity Partners](#), an investment firm that has deployed over half a billion dollars in capital to scale family-owned and Hispanic-focused businesses.

She is a sought after global speaker and academic lecturer, known for her [TEDx talk called, “Diversity is Overrated”](#) and is a regular independent television commentator to various national networks like Fox Business, CNN en Español, among others. For her unique application of A.I. and Cultural Intelligence® shaping research, business strategies and board rooms, she has been featured by Inc. Magazine, Forbes, Bloomberg and Fortune Magazines and has received recognitions like **2025 Inc. Magazine Top 500 Female Founders**, **2024 Top 101 Most Influential Latinos in the U.S.**, **2024 Unstoppable Women** by NBCU/ Telemundo, **2023 50 Most Powerful Latinas** by ALPFA, **2023 MM&M Agency 100**, **2023 D Magazine Most Influential CEOs in DFW**, **2022 PRWeek Top 30 Most Influential in Healthcare**, **2022/ 2021 Top 100 Most Influential Latinas** by Latino Leaders Magazine, **2021 Top 10 Pioneering Women in Business**, **U.S. Hispanic Businessperson of the Year** by the U.S. Hispanic Chamber of Commerce, among others. She is an active voice elevating the economic power of diverse communities, particularly Hispanics, in support of initiatives at The United Nations, The World Economic Forum, The White House and as a mentor to the Stanford Latino Entrepreneur Leaders Program and has served on the Women’s Leadership Board at The Harvard Kennedy School. Her Gil Family Foundation is also a donor and impact investor to the Latin GRAMMY Foundation and Hispanic leadership scholarships at Southwestern Adventist University. Lili holds a degree in Business Administration from Southwestern Adventist University, where she serves today as a trustee, an M.B.A. from the University of Colorado and an executive degree in Global Leadership and Public Policy from the Harvard Kennedy School.

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