



Ana R. Castro

Ana Roca-Castro, CEO of [Premier Transmedia](#), started her career at Columbia University where she managed technical projects for the School of Public Health. She then led the implementation of Oracle systems for the United Nations. In 2007, Ana started Premier Transmedia to help businesses and organizations achieve their objectives via state-of-the-art transmedia development. She has a particular passion for education and engagement through transmedia.

Ana is a social entrepreneur and the founder of Latinos in Social Media #Latism, the She is also a serial entrepreneur, currently managing Gigcoin, KidsFunPlaza, and iGiftThanks with amazing women who moved from partners to sisters. Her most important role is that of mom to three energetic and creative boys as well as a 2-year-old geek princess. She is married to the best man on earth! Ana's priority will always be to raise happy kids who see the beauty in diversity and understand the need to change the world – one cause at a time.

#LATISM
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