

Yvette Beltran – tuvuga Management Team Vice President Marketing and Communications

Yvette Beltran has been in advertising account management in Malaysia and the USA for almost 20 years. She comes to tuvuga Inc. as the Vice President of Marketing and Communications. Yvette is an experienced marketer with strategic planning capabilities, proven brand stewardship, tenacious project management skills, and drive for process improvements and expansion opportunities. She has worked at both multinational agencies such as McCann Erickson, DDB, JWT and Saatchi & Saatchi, as well as US-based agencies in Dallas, Cincinnati and Santa Barbara. Her diverse portfolio includes consumer, B2B, global and multicultural campaigns in technology, commodities, consumer package goods, airlines, petrochemical, automotive, and property development industries. Her clients included Microsoft, Coca-Cola, American Airlines, Shell and Audi. Their appreciation of her work and integrity is a reflection of her sincere desire to help people.

Known as a “get it done” person, Yvette strives to understand the needs of those she serves to provide strategic, pragmatic solutions. Her advertising years have led her to understand the human psyche and the world we live in with more context, which, in turn led her to question the meaning of life. She sought answers through yoga, meditation, philosophical and wellness websites and books, connections with professionals in the yoga and health industries, nature hikes, and even yoga teacher training (yes, she is a qualified instructor through YogaWorks, a world-renown training program).



Still on that journey, she realizes that people are shaped much by how they perceive the world and themselves to be, through the stories they buy, as achieved by successful ad campaigns. Ingraining that epiphany, she now seeks ways to bring to projects to fruition that will ultimately result in positive changes, be it through messages of encouragement, shared wisdom, an optimistic view or kind words during the work day. It was kismet that led her to tuvuga, which fits her desired dream project to a tee. With an open heart, she sees blessings and lessons in all she encounters and constantly looks for beauty in everything. And with tuvuga, all that and more is made possible.