



Rose Gonzalez
Director, Integrated Marketing Strategy
Universal Studios Hollywood

Rose was born and raised in Carson, California. She earned her B.S. in Business Management with a Minor International Business and her MBA from Pepperdine University. After graduate school, she spent three years as an ex-pat in Mexico City working for ConAgra Foods as a marketing brand manager.

Rose did not take the linear path when it came to college and her career. She calls it reverse engineering. She worked first and found employers that helped pay for her to go to college. Rose realized the importance of a formal education and, through her journey, also realized how much she enjoyed the process of learning. She is a self-proclaimed lifelong learner. Rose believes that education is the ultimate equalizer.

Rose Gonzalez has been in Marketing Strategy for over 16 years. She has spent those years marketing some of the world's largest brands and entertainment properties such as ConAgra Foods, Walt Disney, and Universal Studios Hollywood.

Rose is currently Director of Integrated Marketing Strategy at Universal Studios Hollywood. At Universal, Rose launched attractions such Transformers, Despicable Me Minion Mayhem, and The Wizarding World of Harry Potter.

The Ukleja Center for Ethical Leadership at CSULB was honored to feature Rose Gonzalez as one of its William Dickson Faculty Fellows from 2018-2021.