



Daphine Ruben-Vega  
Trabajo: Actress  
El Barrio: New York City



Daphne Rubin-Vega will once again be taking the theater world by storm when she takes to the stage this spring for her latest role as Stella in the Broadway revival of the Tennessee Williams classic, *A Street Car Named Desire*. The Panamanian born, New York City- bred actress and singer is a two-time Tony Award and Drama Desk nominee, who first made her debut in 1996 with her Tony-nominated Broadway debut as Mimi in the edgy rock musical *Rent*, which went on to become the ninth longest running Broadway show of all time. Rubin-Vega has had a long and successful career that has included originating the role of Conchita in *Anna in the Tropics*, Rahmi in *Gum*, Sofia in *Two Sisters and a Piano*, and Lucy in *Jack Goes Boating*, just to name a few. She later reprised the role of Lucy in the film version of *Jack Goes Boating* as well, directed by Phillip Seymour Hoffman. With a rich body of work not just on stage, but also on film, she has appeared in *Wild Things*, *Tia*, *Sex and the City* and *I Like it Like That* and can currently be seen in the web series, *Hustling*, where she portrays an over-the-top landlady in the series which follows a New York City hustler pushing 40. With such an impressive resume to her name, it isn't just her acting chops that have gotten her recognition, but also her singing. Rubin-Vega was a member of the girl group, *Pajama Party*, whose single, "Yo No Se," reached

number one on the Billboard Dance Charts in 1988. Her solo albums, Souvenirs and Redemption Songs, are among her numerous musical accomplishments. It is her upcoming role as Stella that she is much looking forward to and has all eyes on Ms. Rubin-Vega once more as she reclaims the stage and reminds us all why she has always been a talent to watch.

Words by Evelisse Luciano

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Genesis Rodriguez  
Trabajo: Actress  
El Barrio: Miami, Florida



As the daughter of international recording artist and actor, Jose Luis Rodriguez “El Puma,” it’s no wonder that Genesis Rodriguez is rapidly emerging as one of Hollywood’s most sought after young talents. The 24 year old Venezuelan/Cuban actress began her career by focusing on her skills and establishing her credentials in the soap opera world in both the English and Spanish speaking markets. Her role in the highly acclaimed NBC Universal/Telemundo television series, Prisionera, as well as roles in Dame Chocolate, Doña Barbara, and HBO’s Entourage, have prepared her for her next step into film. And a big step it was, as she recently made her American big screen debut in Summit Entertainment’s suspense thriller, Man on a Ledge. This spring, Rodriguez will also be seen starring in two more films - the Spanish-language comedy, Casa de Mi Padre, opposite Will Ferrell, Gael Garcia Bernal, and Diego Luna as well as Liongate’s What to Expect When You’re Expecting, opposite some of Hollywood’s biggest stars including Jennifer Lopez, Cameron Diaz, Chris Rock, and Dennis Quad. Her filmography doesn’t stop there! Adding to an already awesome cast that includes Arnold Schwarzenegger, Forest Whitaker and Johnny Knoxville, Rodriguez is currently filming the Kim Jee-won action-comedy, The Last Stand, set for release early next year.

Words by Jessica A. Ramirez

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Dave Rosseau

Trabajo: Music Video Director

El Barrio: Miami, Florida



Music video director, David Rousseau, was born to Cuban parents in Caracas, Venezuela and raised in Miami, Florida. His love for fusing music and film emerged at a very young age. His father, a trombonist, warned him about the “unwholesome” music industry and tried to push him towards studying medicine but Rousseau’s passion and dedication led him to pursue his own dreams. With the apoyo of his parents (they just wanted him to be happy), his odyssey began.

After graduating from South Florida’s, Barry University, with a communications degree in 1999, Rousseau landed a job in the Promotions department at Miami’s CBS affiliate, WFOR. There, he worked on various commercials and gained corporate world experience. “It was a way for me to learn how to make moves,” says Rousseau. He knew he could have made a successful career at WFOR, but he yearned for something more. CBS gave him not only the opportunity to use his creativity, but also taught him how to run a business. Like most Latinos, Rousseau’s family played a huge role in his life; he witnessed first-hand how they started from scratch in a new country. With the country in recession, he took what he learned from his parents and went out on a limb with the founding on his own business. This entrepreneur felt it was now or never. “You can make something out of nothing. I had nothing to lose,” he said. He felt it was the right time to go “all out” and so it was! In 2008, his dream became reality when he launched CreativeSeen, a production company devoted to music video and commercial production.

Since then, Rousseau has directed for some of the biggest names in music – Birdman, Enrique Iglesias, Lil Jon, Ne-Yo, Nicki Minaj, Akon, Fat Joe, T-Pain, LMFAO, and Jadakiss – videos that have all appeared on all major networks, including MTV, BET, and FUSE. His credit list includes the worldwide smash, “I Know You Want Me (Calle 8)” by Pitbull, an international hit video that garnered over 180 million hits on You Tube, making it one of the site’s most popular clips of all

time. He oversaw and directed a string of record-setting music video shoots for Lil Wayne and Cash Money Records that attracted global news coverage, including placements in Rolling Stone and *Billboard* magazines. Later that year, Rousseau directed the first video for the *Jersey Shore*

soundtrack, "I Like It," by Enrique Iglesias featuring Pitbull. The video was an instant hit on MTV, grew to be a summer sensation, and was nominated for a 2010 MTV Music Award for Best Dance Video. Pitbull was not only one of his first clients, but a good friend who came from a similar background, with whom Rosseau had grown professionally. Pitbull trusted Rosseau's vision and Rousseau saw Pitbull go from Mr. 305 to Mr. Worldwide. It's safe to say they had each other's backs.

Rousseau's versatility as a director makes it easy for him to work with different musical genres. He has an eye for capturing an artist's performance energy and translating that onto the screen with impressive imagery. "It's not about the genre of music. It's about the artist – when you're that close to them, you see what makes them a star. You turn that camera on, you see what makes them who they are - that's the best part, being part of what they do. It's all about them. It's all about what they are doing," he says. He would love to one day work with Sade, Janet Jackson, and Ricky Martin! Rousseau's accomplishments are not what you'd deem overnight success. He dealt with hardships and setbacks but was surrounded with people who believed in him and most importantly, he believed in himself.

"There's constant rejection. Unless you don't have that passion you won't survive. Set goals. Don't make excuses for yourself. Don't allow anyone to make excuses for you. You're going to be told constantly you're not good. You have to have tough skin! It starts with you. If you don't believe in yourself, it's not going to happen."

Rousseau's favorite video projects:

- 1) "Give Me Everything"- Ne-Yo
- 2) "Roger That" - Lil Wayne, Nikki Minaj, and Tyga
- 3) "I Like It" - Enrique Iglesias

Words by Samantha E. Vargas

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Ingrid Hoffamn

Trabajo: Chef/TV Personality  
El Barrio: Miami, Florida



Raised in Colombia and the Netherlands, Ingrid Hoffman always finds ways to reinvent herself! She is a bilingual chef, TV personality, restaurateur, and author – the definition of a successful business woman in the culinary world! Her fascination with food, cooking, and style began in the kitchen while standing on a stool and cooking with her mother, a Cordon Bleu-trained chef herself. Hoffman discovered not only a love for cooking, but a flair for entertaining and in no time, developed her own distinctive style. At the age of 20, Hoffman moved to Miami where she opened La Capricieuse, a high fashion luxury boutique located in Coconut Grove. She then teamed up with her mom and opened Rocca, the first restaurant to feature tabletop cooking on heated lava rocks, quickly becoming one of the Miami's celebrity hot spots. While both businesses thrived, she had the opportunity to host a cooking segment on a local Miami TV show. Executives at Univision were so impressed, they offered her a bi-weekly cooking and style segment on *Despierta America*, the most popular morning show in the US Hispanic market. Ingrid's talent and personality got her noticed by Hearst Entertainment who signed her first cooking show, *Delicioso with Ingrid Hoffmann*, which initially launched in Latin America.

Today she spends each day sharing her enthusiasm with her growing international fan-base. Ingrid launched *Simply Delicioso* on The Food Network and also hosts her own Spanish-language cooking and lifestyle show, *Delicioso*, on Galavisión/Univision. She also wrote her first cookbook which was published in English and Spanish entitled, *SIMPLY DELICIOSO: A Collection of Everyday Recipes with a Latin Twist* (Clarkson Potter/Random House). Her brand expansion did not stop there. She has partnered with top cookware and kitchen appliance manufacturer, T-fal, to develop her own Latin-influenced line, *Simply Delicioso* by Ingrid Hoffmann. She has also been a celebrity guest on many hit shows such as *Ellen*, *Oprah*, *Martha Stewart*, *Regis & Kelly*, *The Today Show*, *The Early Show*, and *Good Morning America*.

Remembering her humble beginnings, Ingrid's success has afforded her the opportunity to give back to the community. She is currently a board member of New York City's Food and Education Fund and Miami's Amigos for Kids, as well as an active supporter of Manhattan's Food and Finance High School, Believe for Colombia Foundation, and the Humane Society of Greater Miami. You go, girl

Words by Samantha E. Vargas