



For Immediate Release:

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RACHEL CALDERON JOINS FORESIGHT STRATEGIES SHOW HOST DR. NILDA PEREZ

One is good but two are better! Rachel Calderon joins the Business Foresight Strategies Show as co-host of the weekly futures talk show.

GOSHEN, NY – January 6, 2018 – After a trial bases Dr. Nilda Perez welcomed Rachel Calderon as permanent co-host of the Foresight Show (FSS). Rachel brings a fresh perspective to the show through her amazing forward marketing lens. She has made several guest appearances as co-host and at the end of 2017 it was decided that she would be an excellent additive to the show.

Rachel Calderon's background a creative media specialist at AARKS Digital Designs and Foresight Strategies Group. She was a finance manager in the corporate sector where she mastered collections and sharpened her persuasion skills here she realized this can translate into marketing seamlessly.

She also has a gift for technology and a passion for creating and she merged these to conceive her digital design company. Since the inception of her company she has expanded into foresight strategic positioning, media platforms such as social media, podcasting, video, producing a talk show, public relations (having her clients featured in magazines, podcasts, radio, TV, and speaking platforms. She's a Creative Media Specialist, and a BA Marketing candidate at Full Sail University.

Rachel brings a wealth of knowledge to the show and it is my honor to have her co-host on the Dr. Nilda Business Foresight Strategies Show. Per perspective from a marketing, PR, and production viewpoint helps the program be well rounded.

"Co-hosts help to navigate the narrative with a 360 perspective" said Dr. Perez "they help fill in the gaps to deliver a well-rounded viewpoint."

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About: Dr. Nilda Perez is an academically trained Futurist with a Doctorate in Strategic Foresight from Regent University. She is a member, and Outreach Coordinator of the Association of Professional Futurists. She uses targeted strategies to position businesses in the 21st century and beyond with ease and efficiency.

Her goal is to help businesses of any size align themselves for longevity, an uncontested market space, increased profits, and maximum growth using a variety of tools, methods, and approaches. For more information, visit [Dr. Nilda Perez](#) or [Foresight Strategies Group](#)