Miguel F Alban

Miguel serves as the Vice President of Multicultural Banking for Bryn Mawr Trust, a community Bank with offices in Pennsylvania, New Jersey and Delaware.

Miguel is also the Founder of The Hispanic Approach, a full-service Hispanic marketing firm, headquartered in Philadelphia, that “bridges the gap” between Corporate America and the Hispanic markets across the United States.

A native of Peru, Miguel immigrated to America in 2005 upon completion of obtaining his Law Degree at the University of Piura. He then went on to earn his master’s degree in International Law from Temple University in Philadelphia, PA and started his legal career in 2006 working for a top law firm in Chester County.

In 2008, Miguel helped to create a Hispanic Banking Division for 1N Bank of Chester County in Pennsylvania where he served as a Hispanic Banking Director and was instrumental in the success of the bank within its community.

Following that opportunity, Miguel became the Co-Founder and President of Avanti Seguros, LLC, the first Insurance Brokerage firm in Pennsylvania offering Property and Casualty Insurance as well as Personal Insurance primarily to the Latino Market.

In 2011, Miguel was inspired to create The Hispanic Approach, a marketing research and strategy consulting firm that helps businesses reach the Hispanic market. Miguel’s experience in so many different facets of the Hispanic-American culture on both a personal and professional level is what makes his offering so valuable and unique; it’s also why The Hispanic Approach is able to offer such a broad list of services to its clients. Along with his team of bilingual and bicultural professionals, Miguel has successfully developed and started Hispanic Divisions at large national companies in the United States and all over the world. To protect his naming rights, Miguel has even been awarded a national Trademark for The Hispanic Approach, a distinction he is very proud of.

While growing his company, Miguel saw the need to help smaller businesses with minimal budgets reach their target market, thus he created the Amanece Magazine, a bilingual printed and digital publication serving the local communities by providing education material to its readers and opportunities for businesses, both large and small, to advertise their services and needs to the Hispanic market.
Miguel currently serves as a Director on several boards such as the YMCA of the Greater Brandywine, Baker Industries and Congreso de Latinos Unidos. He is also honored to have been a Spanish Professor at several Philadelphia-area Universities such as Villanova, Cabrini, Immaculata and West Chester, educating others in his native language.

Mr. Alban is currently attending the Stonier School of Banking at Wharton School.