

Convergence 2011 The CEOs Summit



"An official event of the Latin Media and Entertainment Week"

Thursday, October 6, 2011
New York City

Speakers / Moderators Biographies

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Name	Last Name	Title	Company
Gabriel	Abaroa	CEO & President	Latin Grammys
Leylha	Alhuile	SVP Multicultural	Mintel
Felix	Alvarez Garmon	SVP Latin America, Caribbean & US Hispanic	IMG
Mario	Baeza	Chairman	Latin Media & Entertainment Commission
Lucia	Ballas Traynor	EVP and Founder	Cafe Mom
Michael	Bloomberg	Mayor	City of New York
Ivan	Braiker	Co-Founder & CEO	Hipcricket
Martin	Breidsprecher	CEO	Azteca America
Lizbeth	Cardozo	CEO & Founder	La Cosmopolatina
Michelle	Caruso Cabrera	Anchor and Reporter	CNBC
Vincent	Cordero	EVP & General Manager	Fox Deportes
Guido	Conterno	CEO	Grupo Diarios America
Antonio	Cué	Investor, Owner Operator & President	Chivas USA
Chris	Cunningham	CEO	Appssavvy.com
Carmen	Di Rienzo	CEO	V-me Media
Adrian	Dickson	Global Head News Products	Thomson Reuters
Patrick	Dolan	EVP & COO	Interactive Advertising Bureau IAB
Lino	Garcia	General Manager	ESPN Deportes
Hilda	Garcia	VP of Multi-Platform News & Information	Impremedia
Ruth	Gaviria	SVP Corporate Marketing	Univision
Jacqueline	Gonzalez	Executive Director	National Academy of TV, Arts & Sciences
Alain	Groenendaal	CEO	Wing
Brian	Hopman	GM and Hispanic Markets	The Associated Press
Cynthia	Hudson	SVP & General Manager	CNN En Español
Viviana	Hurtado	Founder & CEO	The Wise Latina Club
Paul	Lima	CEO	Lima Consulting Group
Mark	Lopez	Head of the U.S. Hispanic Audience	Google
Monique	Manso	Publisher	People en Español
Carlos	Manzano	Executive Director	Latin Media & Entertainment Commission
Marta	Martinez	Chief Marketing Officer	MediaMath
Rick	Marroquin	Executive	Creative Artists Agency
Daren	McKelvey	Director Business Development	LatinVision Media
Alvaro	Palacios	SVP Sales & Operations Americas	Prisa Digital
Matias	Perel	CEO	Latin3
Seth	Pinsky	President	NYC Economic Development Corporation
Jorge	Plasencia	Chairman & CEO	Republica
David	Puente	Producer Anderson Cooper 360°	CNN
Maria	Rios	Multicultural Marketing Manager	Macys
Ana	Roca Castro	Founder & CEO	Latism
Armando	Rodriguez	General Manager US Hispanics	Yahoo
Jessica	Rodriguez	SVP Univision Cable Networks	Univision
Mauricio	Sabogal	Worldwide Managing Director	Initiative

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Name	Last Name	Title	Company
Liz	Sarachek	Chief Revenue Officer	Terra Networks
Saskia	Sorrosa	Senior Director, Multicultural Marketing	NBA
Rachel	Sterne	Chief Digital Officer	The City of New York
Carlos	Vassallo	CEO	LatinVision Media
Alberto	Vourvoulias	Managing Director	Fox News Latino
Steven	Wolfe Pereira	EVP & Managing Director	MV42 /MediaVest Multicultural

Speakers Biographies



Gabriel Abaroa

President

[Latin Recording Academy](#)

President. Latin Recording Academy, organization that produces the Latin GRAMMY Awards among many other activities (2003 to date).

Chairman of Wireless Latin Entertainment Inc.(Miami), a mobile wireless Latin content producer that produces Latin music for the U.S., European, and Japanese markets (2001 to date)

CEO of the International Federation of the Phonographic Industry IFPI Latin America Inc. (Miami/Rio de Janeiro) (1994 to 2001).

President, GRUPO CORP, (Mexico). (1987 to 1993) Legal counsel for Warner Music, EMI, PolyGram, Apple, DISA, Peerless, concert promoters, TV stars and publishers in Mexico. Brand Assistant, Procter & Gamble (Mexico). (1986)

Record producer, composer and percussionist. Magna Cum Laude in Law, Mexico's National University (UNAM). Summa Cum Laude in Corporate Law. Mexican Institute of Technology (ITAM). Professor of Entertainment Law (Post-degree Center) Universidad Anahuac, Mexico. Member of: U.S-Mexico Chamber of Commerce, National Council of La Raza, City of Hope, Young President's Organization, National Academy of Recording Arts & Sciences.



Leylha Ahuile

Senior Analyst of Multicultural Reports

[Intel Corporation](#)

Leylha Ahuile is the Multicultural Reports Editor for Intel International Group. Prior to joining Intel, Leylha was president and owner of PromoLatino, an agency dedicated to national and international Spanish-language book publishers. Her agency developed and designed business strategies, market studies, marketing efforts and publishing plans, frequently shaping and leading new business units or restructuring and re-launching existing businesses.

Leylha, a native of Chile, has vast experience focusing on US Hispanic consumers on various consumer goods, telecommunication, and entertainment accounts. Her marketing and advertising experience extends into programs for African-American markets as well.

Leylha is a frequent speaker at national and international conferences, where she often addresses opportunities that exist within the unique and complex US Hispanic marketplace



Felix Alvarez Garmon

SVP Latin America, Caribbean & US Hispanic

[IMG](#)

18 years with IMG, currently managing all of IMG businesses across the Region, with specific focus on US Hispanic growth and development. Based in Miami and across Latin America

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Mario Baeza

Chairman and CEO

[Latin Media & Entertainment Commission](#)

Mario L Baeza Throughout his 35-year career in investment banking, Mario Baeza has always used his role in private equity to continue to advance the U.S. Hispanic and Latin America markets. After more than six years of background work, Mario Baeza has partnered with WNET/Thirteen to launch V-me as the first national, Spanish-language, public broadcast network that is formed as a private/public venture.

As the Chairman and CEO of The Baeza Group, Mario has developed a Hispanic-owned alternative investment firm specializing in the management of private equity investments in the U.S. Hispanic emerging markets and global macro hedge funds.

Mario is also the founder of Baeza & Company which is the first Hispanic-owned merchant banking firm focusing on the Pan-Hispanic region. In this capacity, Mario has launched joint ventures with Trust Company of the West, to create one of the first Latin America-focused private equity funds. He has also initiated partnerships with Wasserstein Parella to form Grupo Wasserstein Parella.

Earlier in his career, Mario became the youngest partner in the history of the international law firm of Debevoise & Plimpton and quickly became one of the top billing partners. Here he founded and led several of the firm's practices including the Latin America, ESOP leveraged buyouts and telecommunications and new technology practices. During his tenure at the firm he specialized in corporate finance, mergers and acquisitions, and the structuring of private equity funds and investments.

Mario has also had a long and successful career in music and media. He is a co-founder of Jazz@LincolnCenter and helped to create this program as a full constituent of Lincoln Center and raise \$130 million, the largest development for Jazz in history. Mario is the founder of independent record label, AJM Records that signed and successfully launched the career of "Ashanti" in a joint venture with Universal Def Jam/Murder Inc. records. AJM was awarded two prestigious ASCAP awards for singles released on Ashanti's first album.

In 2003, Mario was appointed by Mayor Bloomberg to serve as co-chair of the New York City Latin Media and Entertainment Commission. In 2004, he was a U.S. Congressional appointee to the Independent Task Force for TV Measurement, created to review Nielsen's methodologies for people of color. In 2005 he was elected as Chairman of the Upper Manhattan Development Zone, a quasi-public entity entrusted finance and invest \$250 million to spur economic development in Harlem and the South Bronx, New York. Mario is a current board member of numerous corporate boards including Air Products and Chemicals, Ariel Mutual Funds, Brown Shoe Company, Israel Discount Bank of NY Council on Foreign Relations, for the non-profit organizations, he is a member of The Hispanic Federation, Cuban Artist Fund, Catholic Charities, the NAACP Legal Defense and Educational Fund, and the Philharmonic-Symphony Society of New York.

Mario is a Phi Beta Kappa graduate of Cornell University and a graduate of Harvard Law School. He has been a Herman Phleger Visiting Professor of Law at Stanford and a Lecturer in Law at Harvard Law School. He has been featured as one of the "100 Most Powerful Latinos" by Poder magazine and one of "The 100 Influentials" by Hispanic Business magazine.



Lucia Ballas Traynor

EVP & Founder

[Cafe Mom](#)

Lucia is the co-founder of CafeMom's Mamas Latinas, the upcoming web destination catering to Hispanic moms. By 2014 one in four moms online will be Hispanic, and Lucia is proud to be leading the creation of a site that will address this growing market and add real value to the lives of millions of Hispanic moms. Additionally, the site will deliver unique integration possibilities to the brands that are most committed to the Hispanic market.

Lucia brings her 25 years experience in Hispanic media, and has been at the helm of leading Hispanic media brands such as Univision's Galavision, MTV Tr3s and most recently People en Espanol, the largest selling Hispanic magazine in the United States. Lucia was named a "Media All Star" by Adweek's Marketing y Medios, and was profiled in The Hollywood Reporter's "Latino Power 50" list. Lucia currently serves on the board of the Hispanic Federation, and is a Commissioner of Mayor Bloomberg's Latin Media Entertainment and Media Commission.

A native of Chile, Lucia is a graduate from New York University and lives with her husband and two children in New Rochelle, NY.



Michael Bloomberg

Mayor

[City of New York](#)

Michael R. Bloomberg is the 108th Mayor of the City of New York. Born on February 14, 1942 in Boston and raised by middle class parents in Medford, Massachusetts, he was taught at an early age the values of hard work and civic responsibility. He attended Johns Hopkins University, where he paid his tuition by taking loans and working as a parking lot attendant during the summer. After college, he went on to receive an MBA from Harvard Business School. In 1966, he was hired by Salomon Brothers to work on Wall Street.

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He quickly rose through the ranks at Salomon, where he oversaw equity trading and sales before heading up the firm's information systems. His work with information systems gave him a window into how technology could create competitive advantages. When Salomon was acquired in 1981, he was let go from the firm. With a vision of an information company that would use emerging technology to bring transparency and efficiency to the buyers and sellers of financial securities, he began a small startup company called Bloomberg LP. Today, Bloomberg LP has over 285,000 subscribers to its financial news and information service in over 160 countries around the globe. Headquartered in New York City, the company has more than 11,000 employees worldwide.

As his company grew, Michael Bloomberg started directing more of his attention to philanthropy, donating his time and resources to many different causes. He has sat on the boards of numerous charitable, cultural, and educational institutions, including Johns Hopkins University, where, as chairman of the board, he helped build the Bloomberg School of Public Health into one of the world's leading institutions of public health research and training.

Already deeply involved in civic affairs, he officially entered public life in 2001, when he entered the race for Mayor of the City of New York. His election came just two months after the tragic attacks of 9/11, a time when many believed that crime would return, businesses would flee, and New York might never recover. Instead, Mayor Bloomberg built on the spirit of unity that defined the city after the attacks and led New York to a faster and stronger recovery than anyone had expected.

In his first term, Mayor Bloomberg cut crime 20 percent; created jobs by revitalizing neighborhoods and attracting new investment; unleashed a building boom of affordable housing; expanded parks and worked to revitalize the waterfront; implemented ambitious public health strategies, including the successful ban on smoking in restaurants and bars; and expanded support for arts and cultural organizations. In addition, fulfilling a campaign promise, he won control of New York's schools from the broken Board of Education, and began turning around the nation's largest school district by raising standards and holding schools accountable for success. As a result, graduation rates have increased by more than 20 percent, and reading and math scores have both risen to record levels.

In 2005, Mayor Bloomberg was re-elected by a diverse coalition of support that stretched across the political spectrum. In the first half of his second term, while balancing the budget and driving unemployment to a record low, Mayor Bloomberg took on a number of new challenges. He launched innovative programs to combat poverty, encourage work, and help people acquire the skills they need to build careers. He began a far-reaching campaign to fight global warming and give New York City the cleanest air of any major U.S. city. And he co-founded a bipartisan coalition of 15 mayors - which has grown to more than 500 mayors - to keep illegal guns out of the hands of criminals and off city streets. When the 2008 financial crisis hit and the national economy entered a serious recession, the Mayor launched a Five Borough Economic Opportunity Plan to bring the City through the downturn as quickly as possible.

That plan has helped New York City avoid the level of job losses that many experts had forecast and that other cities experienced. After winning re-election in 2009, the Mayor launched new initiatives to support small businesses, "green" the city's buildings, help families avoid losing their homes to foreclosure, improve public health, and continue making the safest large city in America even safer. He also launched the "Partnership for a New American Economy," a coalition of mayors and business leaders from across the country that will make the economic case for sensible immigration reform.

Mayor Bloomberg is the father of two daughters, Emma and Georgina.



Ivan Braiker

Co founder & CEO

[Hipcricket](#)

Ivan Braiker is a co-founder of Hipcricket, but he has been a force for change in the media industry for decades.

Ivan began his 30 years in broadcast media as an account executive with a CBS television affiliate in Las Vegas, but soon became co-owner and operator of a radio station there. In 1976, he took a position heading Belo Broadcasting's radio division, where he was recognized as a successful major-market General Manager.

He later co-founded and was president of Satellite Music Network, the first radio network to distribute live, 24-hour programming via satellite - an innovation that earned him Billboard Magazine's "Trendsetter of the Year" award.

In the interim, he built a series of radio networks, starting with Olympia Broadcasting, which became one of the first publicly-held radio groups. When Ivan got there, it was a single station; when he left, it held a 15-station portfolio with presences in eight key markets. He subsequently co-founded and served as president of New Northwest Broadcasters, which grew under Ivan's leadership to hold more than 40 stations.

His reputation for leadership has earned him the respect of an entire industry. He is a frequent speaker at National Association of Broadcasters and Radio Advertising Bureau events.

Ivan leads a talented team with backgrounds in broadcasting and brands. And to the shock and amazement of no one, he's still a driving force in transforming an industry he spent his career helping to shape.

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Martin Breidsprecher CEO

[Azteca America](#)

Martin Breidsprecher is CEO of Azteca America, the authentically Mexican broadcast network for Hispanic viewers in the US. A native of Mexico City, he has resided in the Los Angeles area since 1998. He joined Azteca America in 2007 and was appointed COO in 2009. Under Martin's watch, the network has greatly improved operating efficiency, streamlining costs and increasing revenue. As CEO since 2011, Martin has also spearheaded important coverage gains, with the network currently viewed in over 80 communities throughout the country and the addition of full-power stations in Dallas and Houston in the past year.

Under his leadership, Azteca America has increased its offering of multi-platform digital services. An expanded website and effective programming tie-ins with mobile and interactive products have made 360° integrated product promises a reality at Azteca America. With a background in finance, Martin operates the only debt-free Spanish-language television network in the US, a key strength in times of troubled global finances. He holds an MBA from the UCLA Anderson School of Management.



Lizbeth Cardozo CEO & Founder

[La Cosmopolatina](#)

Made in Colombia. Born in the USA. One Size Fits All. La Colombiana has a PhD in teaching extranjeros how to perfectly roll their "rrrr"s. A true jet-setter, Lizbeth has roamed the world, from Chicago, Orlando, Colombia, Miami, New York, Italy and finally ending back in New York. With an arepa in one hand and the Colombian flag in the other, she will talk up a storm with anyone who is willing to listen. And who can stop her!?

By the end of the conversation, you too will be saying, "Viva Colombia!" If she's not in the kitchen cooking up a sancocho that will make you forget all about watching your carb-intake, you can find her in the center of the dance floor proving that Latinos are born knowing how to shake what our mama's gave us!



Michelle Caruso Cabrera Anchor and Reporter

[CNBC](#)

Michelle Caruso-Cabrera is an anchor and reporter for the network's Business Day programming and is currently part of the "Power Lunch" (1-2PM ET) ensemble with Sue Herera and Tyler Mathisen.

Previously, Caruso-Cabrera was co-anchor of "Worldwide Exchange" (M-F, 4 a.m. - 6 a.m. ET), CNBC's first global daily business news program utilizing the resources of CNBC, CNBC Europe and CNBC Asia. She was also the co-anchor of the second hour of CNBC's "Morning Call" (M-F, 11am - 12 pm ET) and anchored CNBC's "Wake Up Call" (M-F, 5 a.m. - 6 a.m. ET).

Caruso-Cabrera reported for NBC News from Baghdad, covering the elections and its impact on Iraq's post-war economy and has also traveled to Cuba, Brazil and Venezuela to report on and produce groundbreaking stories about the economies of those countries.

Caruso-Cabrera joined CNBC in 1998 from WTSP-TV in St. Petersburg, FL., where she spent four years as a general assignment reporter. Prior to joining WTSP-TV, she was a special projects producer for Univision, where she won an Emmy Award for a five-part series on children with AIDS, as well as an Emmy nomination for a report on sexual abuse by clergymen. At Univision, she gained extensive experience covering Latin America. She began her career in 1991 as a stringer for The New York Times, reporting on education issues.

Caruso-Cabrera writes a personal finance column for Shape en Espanol focusing on issues of particular importance to Latinas. Previously, she was a monthly contributor to People en Espanol.

Caruso-Cabrera has also been awarded Broadcaster of the Year from the National Association of Hispanic Journalists and was named one of the "100 Most Influential Hispanics" in the country by Hispanic Business Magazine. She earned a bachelor's degree in economics from Wellesley College.

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Vincent Cordero

EVP & General Manager

Fox Deportes

Vincent Cordero serves as Executive Vice President and General Manager of Fox Sports en Español, he assumes day-to-day responsibility for the network's P&L, production, programming, development, research, marketing, on-air promotion, scheduling, distribution strategy and identifying new media and business opportunities.

Prior to joining FOX, Mr. Cordero spent his entire career with Univision Communications, one of the top U.S. Hispanic media companies. In 2005, Mr. Cordero was named vice president and general manager of the Univision and TeleFutura TV affiliates in Chicago, WGBO and WXFT. There, he and his team created what *Broadcasting & Cable* called in 2009 "a lifeline for the market's Hispanic viewers." This service was recognized with numerous news and promotions awards, including 37 local Emmy Award nominations, seven Illinois Broadcaster Awards and an Associated Press Award. On the business side, Mr. Cordero and his team significantly grew TV and online revenue, while decreasing operating expenses. As a result, he was acknowledged in Crain's Chicago Business in 2007.

Mr. Cordero and his team's many innovations and achievements include: integrating the Univision and TeleFutura local sales teams; launching an integrated TV/radio morning show in conjunction with Univision Radio; partnering with Univision Interactive Media to launch user-generated content promotions and news segments; initiating televised public service town hall meetings resulting in the "Best Use of TV" in a marketing campaign award by the Association of Hispanic Advertising Agencies (AHAA); and working with the Chicago Board of Elections to establish a Latino voter registration campaign in 2006, quadrupling the number of new Hispanic voters and earning the station the Board of Election's Public Service Award.

After earning a law degree at the University of Chicago Law School in 1999, Mr. Cordero joined Univision as an executive trainee. In 2002, he was promoted to Vice President, business development and labour affairs where, he oversaw union matters and the TV Group business plan process.

Mr. Cordero has received several professional recognitions including: "Next Wave of Leaders" (*Broadcasting & Cable*, 2009); "Young Hispanic Corporate Achiever" (Hispanic Association on Corporate Responsibility, 2008); "40 Under 40" (Crain's *Chicago Business*, 2007); and "Who's Who in Chicago Business (Crain's *Chicago Business*, 2005-2009). He graduated magna cum laude from UCLA in 1996, with a triple major in philosophy, political science and Chicano studies.



Guido Conterno

CEO

Grupo Diarios America

Guido Conterno is the Executive Director of Grupo de Diarios America (GDA) since January 2008. Based in Miami, he is in charge of coordinating all business synergies among the 11 GDA media houses, which represent the largest homogenous Latin-American audience from Mexico to Argentina.

Before joining GDA, he was Executive VP of Diario El Universal in Venezuela, one of the largest newspapers in the country, overlooking the income streams and growth strategy as well as part of the Executive Committee that controlled the business. From 1989 to 2000 he was a Consultant of McKinsey & Co. Andean Pact Office based in Caracas, becoming Partner in 1997. He was also member of the Media Practice of the Firm. Conterno holds a B.S. in Chemical Engineer from Universidad Simon Bolivar in Venezuela and an MBA at Babson College in Massachusetts.



Antonio Cué

Investor, Owner Operator & President

Chivas USA

Antonio Cué Sánchez-Navarro is a lead investor (alongside partner Jorge Vergara Madrigal) of Club Deportivo Chivas USA, Major League Soccer's Los Angeles-based club, the only Mexican-owned team in major professional sports in the United States. A visionary business venture of bicultural, binational and bilingual proportions, Chivas USA brings one of Mexico's most powerful brands - and one of most beloved soccer brands worldwide - to the U.S. sports landscape.

Based in Los Angeles, Cué is a key investor-operator within Major League Soccer, having taken a leading role in MLS/SUM's strategic alliances with Club Deportivo Guadalajara and the Federación Mexicana de Fútbol, while also attracting capital investment in MLS by many of Mexico's leading corporations.

Since his arrival in Southern California to set up Chivas USA in 2004, the club has made great strides, setting the all-time standard for corporate sponsorship of an MLS club in its first two years, as well as on-field success. The Red-and-White qualified for the MLS Cup playoffs three straight years (2006-2008), and in 2007 finished with a record of 15-7-8 and first place in MLS's Western Conference. In addition, Chivas USA continues to provide sporting and educational opportunities to thousands of young people through Chivas USA's

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Soccer Academies, the club's player development system and the Fundación Chivas de Corazón USA, the team's own 501(c)3 non-profit organization.

Cué's energy, vision and entrepreneurial acumen can perhaps be attributed to his heritage: Cué's maternal grandfather, the late Juan Sánchez-Navarro, one of Mexico's most recognized and respected businessmen, was founding partner and Vice President of Grupo Modelo, the holding company that counts Corona Beer among its assets; Antonio credits his sense of vision in great part to the fact that he hails from this renowned entrepreneurial family. It is fitting that today that two of Mexico's most powerful brands - Corona and Chivas - are products of this business dynasty.

Prior to founding Chivas USA, Cué was a founding partner of BCBA Impulse Ingeniería Inmobiliaria, a real estate company specializing in residential and office projects in Mexico City. Cué guided the company through its start-up phase in 1994 and was responsible for the construction and financing of the tallest residential tower in the country. Earlier, Cué spent over four years as an investment banker in a number of leading financial groups in Mexico City. He continues to sit on the board of several of Mexico's leading corporations, including BCBA Impulse and the venture capital firm Capital Integral, as well as Promotora ABC, Inmobiliaria Reforma and Grupo Ildomani.

With an avid passion for all sports, Cué has a special interest in soccer and the ways in which the sport can foster a sense of community and provide opportunities for children, while playing an integral part in the education process and bridging gaps between groups and cultures. Born May 17, 1970 in Mexico City, Cué currently resides in Bel Air California, with his wife Carla and their two sons, Antonio Jr. and Emilio.



Chris Cunningham

CEO

Appssavvy.com

Chris co-founded appssavvy, a social activity company. His and appssavvy's vision has pioneered a new social advertising model focused on people's activity. Under Chris' leadership, the appssavvy Social Activity Platform today reaches more than 127 million people performing 1.4 billion social activities each month.

The vision of social activity advertising has established Chris as a recognized thought leader. He frequently speaks at industry conferences and forums, including ad:tech, IAB, iMedia and 4A's events, and comments on the latest developments in the social space live on CNBC and Bloomberg TV, or in leading publications, such as The Wall Street Journal, The New York Times, Bloomberg BusinessWeek and USA Today. For insight into Chris' unique perspective, read The New York Times' Corner Office.

He also serves as co-chair of the IAB Social Media Committee and in 2010 and 2011 was a finalist for Ernst & Young's Entrepreneur of the Year award, an achievement which was led by Chris' leadership in driving appssavvy to profitability in less than two years after founding and every subsequent quarter. Today, appssavvy has more than 60 employees in four offices across the U.S. and is recognized as a great place to work by Crain's New York Business' Best Places to Work in NYC - an honor won in 2009 and 2010 - and one of Advertising Age's Best Places to Work in Marketing and Media in 2010.

Chris graduated from the University of North Carolina Greensboro with a bachelor's of arts degree in Economics & Marketing and is based in New York City. Follow him on Twitter @chrisappssavvy.



Carmen Di Rienzo

President & CEO

V-me Media

Carmen DiRienzo is a seasoned broadcast executive with superior leadership skills, outstanding managerial and consensus building capabilities and an entrepreneurial vision and spirit.

As the only female President/CEO of a national Hispanic Network, Carmen has built and launched V-me, guiding the fastest-growing Hispanic TV channel in history into the 4th-largest US Spanish network (reaching 70% of US Hispanic TVHH's), and advocating V-me's unique mission to provide high-quality, intelligent television - kids, lifestyle, current affairs, entertainment - for Latino families.

As President/CEO, Carmen has taken the lead on all major deals: distribution (40 affiliate station contracts), content negotiations (BBC, National Geographic, Lazytown, Sesame Workshop and others), grants (CPB), community-based brand partnerships (Participa 2008 Voter Education, Honor Hispano for Military Families) and investor funding.

Carmen's influence is felt in many areas of aspect of public television including service on CPB's Advisory Board for Ready to Learn, which oversees the DOE's \$30M for educational programming; and extensive work with V-me's affiliate stations developing and promoting educational outreach programs to the Hispanic community.

Before taking the helm at V-me, Carmen was Vice President and Managing Director of Corporate Affairs for Thirteen/WNET (now WNET.ORG) New York, the nation's flagship public broadcasting station. During her tenure in this role she led the creation of Thirteen's

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first cable-only program service, relocation to a state-of-the-art digital facility, merger with WLIW21 in Long Island and negotiated many successful creative partnerships. It was in this role that she began the development of V-me as a truly meaningful service for public television stations to offer on the newly created digital bandwidth.

Carmen is Vice Chair of the Lower Manhattan Cultural Council, and serves on the Boards of the NY Latino Theatre Festival, the National Parks of New York Harbor Conservancy and on the Florida Atlantic University Multi-Media Advisory Board.

Prior to joining Thirteen, Carmen was an attorney in private practice, specializing in labor and employment law, primarily for broadcast and entertainment industry clients, including Group W, WWOR-TV, WNET, WGBH, KCET, WETA and PBS. She is a graduate of Syracuse University and obtained her juris doctorate from the George Washington University National Law Center.



Adrian Dickson

Global Head News Products [Thomson Reuters](#)

Adrian Dickson is Global Head of News Product for Thomson Reuters. Earlier this summer he moved to New York from Hong Kong where between 2007-2010 he served as Reuters Managing Editor, Asia. In a 22 year career at Reuters he has worked as a correspondent and editor in several countries including Argentina, Colombia, Venezuela, Brazil and the United States. In 2002 he became Japan Editor based in Tokyo.

Adrian began his journalistic career covering the civil war in El Salvador in the mid 1980's. An Argentine national, he worked for several regional and international publications before joining Reuters in Buenos Aires in 1988.



Patrick Dolan

EVP and COO [Interactive Advertising Bureau](#)

Patrick Dolan is the Executive Vice President and Chief Operating Officer at the Interactive Advertising Bureau. Mr. Dolan is responsible for finance, operations, costs, compliance, and risk management. In addition, he works closely with the rest of the executive management team to supervise strategy and revenue optimization.

Mr. Dolan served as the director of finance for George Soros' network of philanthropic entities, the Open Society Institute, in Europe. Based in Budapest, he managed a budget of over \$500 million disbursed in over 20 countries in Europe and the former Soviet Union.

Following the Open Society Institute, Mr. Dolan joined DoubleClick, Inc. first as their Director of International Finance and later as Director of Business Operations. Mr. Dolan was responsible for establishing international financial operations as well as developing new businesses that DoubleClick, Inc. acquired, including Abacus.

In 2001, Mr. Dolan moved to Miami to assume the position of Executive Director of Finance and Operations for The Locomotion Channel, a cable channel co-owned by Hearst Entertainment and Corus Entertainment which broadcast in Latin America.

Mr. Dolan later served as CFO of the Early Learning Coalition of South Florida, a not-for-profit with a budget of over \$160 million, and most recently ran his own business management consulting firm where he worked with clients in New York, Miami and other U.S. cities on issues including trade association product development, business operations, forecasting, budgeting, financial management and marketing. Mr. Dolan received his B.A. in Economics from the University of Virginia and his MBA from Virginia Commonwealth University.



Lino Garcia

General Manager [ESPN Deportes](#)

Lino Garcia is ESPN Deportes' general manager and is based in the ESPN's offices in New York.

Garcia is responsible for guiding ESPN Deportes on a day-to-day basis in all areas of operation, including programming, production, affiliate sales, and marketing. Garcia's pivotal role with ESPN Deportes was recognized by *Sports Illustrated*, which named him as one of the 101 most influential minorities in sports in 2004.

Prior to joining ESPN, Garcia accumulated fifteen years of experience in the cable and satellite industry where he primarily focused his efforts on marketing to the Hispanic community. He had served as vice president, affiliate marketing and local ad sales for Universal Television (2000-2003) and as vice president and general manager of Sony Entertainment Television (1998-2000), where he was

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responsible for all aspects of the Latin American cable television operation. Earlier in his career, Garcia held several director-level marketing positions with HBO and was instrumental in the development and launch of HBO en Español (1993-1998).

Garcia's marketing expertise has been recognized several times throughout his career. He is the recipient of 4 Cable & Telecommunications Association for Marketing (CTAM) Awards, and in 1997, Garcia accepted the *Se Habla Español Award* presented by *Hispanic Business Magazine* in the multimedia campaign category. In 1998, Garcia was honored with the NAMIC Excellence Award in Marketing. A recognized industry leader, Garcia currently serves on the board of NAMIC, Lighthouse International and the Hispanic Federation. Garcia graduated from the University of Delaware with a Bachelor of Arts degree in Psychology.



Hilda Garcia VP of Multi-Platform News & Information [Impremedia](#)

Hilda Garcia is the VP of Multiplatform Content and Information for ImpreMedia, the leading Hispanic news and information company in the US.

Previously, Garcia was the Deputy General of El Universal, the top news site in Mexico. She also worked as the Managing Editor of the digital division for Grupo Editorial Expansión, a Time Warner company where she launched [www.cnnexpansion.com](#), [www.quien.com](#) and [www.chilango.com](#) by leading a collaborative effort between print and digital platforms.

Prior to joining Time Warner in Mexico, Garcia spent seven years working outside of Mexico. She was the Deputy Director of Multimedia at the Puerto Rican newspaper El Nuevo Dia. There she coordinated the multimedia integration of several products to form [www.endi.com](#). Garcia also worked for America Online (AOL) as the Regional Content Director for Latin America for two years and later she moved to Puerto Rico to led AOL's efforts in the island other four years.

Garcia is a pioneer in online journalism. In 1998 she founded what is recognized to be the first online newspaper in Latin America [www.mexis.com](#) with the support of CompuServe. The portal later evolved into Todos.com (To2.com) and was the benchmark for print media companies in Mexico and the United States.

Before working in the digital world, she worked in different media. She was Foreign Affairs Editor in Reforma newspaper, was the anchor for TVC news (cable television station in Mexico) and Observador Internacional Magazine

Hilda García studied journalism at the Universidad Nacional Autonoma de Mexico (UNAM) and obtained a Masters degree at the University of Miami with an emphasis on "Mediamorphosis Weblogs and Journalism." She also has a BA in History with an emphasis on Contemporary World History by the Universidad Iberoamericana

Garcia has taught several courses in online journalism Latin American Journalism Center (CELAP), Reuters Foundation and Investigative Reporters and Editors (IRE), the Institute of Digital Journalism based in Guadalajara, Mexico. She was professor at the Universidad Iberoamericana and is regularly invited to teach graduate level classes in various Mexican institutions.

Garcia belongs to the National Association of Hispanic Journalists (NAHJ) and was a member of the Board of the International Women's Media Foundation (IWMF). Currently writes a weekly column in the digital newspaper [www.sinembargo.mx](#) She has two awards from the Society for News Design (SND). She lives in Brooklyn, New York since February 2010.



Ruth Gaviria SVP Corporate Marketing [Univision](#)

Ruth Gaviria is senior vice president of Corporate Marketing for Univision Communications Inc., the leading media company serving Hispanic America. She is responsible for developing and implementing the Company's overall marketing strategy, branding positioning and consumer research, as well as Univision's Marketing Council. In addition, all divisional marketing functions have dual accountability to Ms. Gaviria.

Considered a leading expert in the Hispanic consumer with 25 years of experience, she most recently served as vice president of Hispanic Ventures for Meredith Corporate. She began her career with Meredith in January 2004 and created and launched the Spanish-language lifestyle magazine, *Siempre Mujer*. In addition, she oversaw the continued development of Meredith's Hispanic magazine portfolio including *Ser Padres*, *Ser Padres Espera* and *Ser Padres Bebé*; all re-launched and redesigned in 2008. Prior to joining Meredith, Ms. Gaviria served as the director of Marketing and Brand Development for *People En Español*, a Time Inc. publication. Her extensive experience includes serving as director of Multicultural Markets at Colgate Palmolive and as vice president, Global Marketing at Fusion Networks. She also has held several sales and brand management positions at Miller Brewing Company and began her marketing career at Procter & Gamble.

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Ms. Gaviria was named one of *Advertising Age's* Top Hispanic Media Players to Watch in 2005 and in 2000 one of *Advertising Age's* Top 100 Marketers. In February 2007, she was appointed to the board of directors of the National Latino Children's Institute. She is a graduate of Tulane University in New Orleans.



Jacqueline Gonzalez

Executive Director

[National Academy of TV, Arts & Sciences](#)

Jacqueline J. Gonzalez is the Executive Director of The National Academy of Television Arts and Sciences, New York (NATAS, NY) and Executive Producer of the Annual New York Emmy® Awards gala.

During her tenure at NATAS NY, Ms. Gonzalez has demonstrated her skills as a strategist seasoned in defining opportunities and executing the actions needed to achieve success. Her ability to combine cross-functional management competencies with a solid foundation in business has allowed her to manage and advance key business relationships and strategic alliances to successfully propel the Academy's unprecedented growth and development. She oversees and carries out operations for the Emmy® process and has crafted innovative opportunities and benefits for Academy members.

Jacqueline is an NYU graduate, bilingual (English and Spanish) and conversational Italian. She currently resides in Jersey City with her adorable chocolate lab, Guinness.



Alain Groenendaal

CEO

[Wing](#)

Half French, half Dutch, born in New York, raised in Canada, married to a Puerto Rican and a lover of Latin culture. This unique combination gives Alain the vision to see both the U.S. Hispanic and General Market worlds, the ability to speak four languages, and the curiosity about the culture, brands and trends that inspire the people around us. Previously the General Manager of La Comunidad and Senior VP-Regional Director at Leo Burnett, Alain has worked in the U.S., Brazil, Chile, Puerto Rico and globally with brands like McDonald's, Diageo, Citibank, Shell, Gatorade, Walt Disney, Procter & Gamble, Visa, as well as telecom related clients such as Virgin Mobile, Telia and DirecTV. Alain joined Wing as President in 2008, where he oversees the overall operation to make sure the agency teams get the resources they need to do the best work for our clients. His colleagues believe he was born with a blackberry in his hand.



Brian Hopman

GM and Hispanic Markets

[The Associated Press](#)

Brian Hopman is General Manager, Latin American & Spanish Media Markets for The Associated Press. AP is the essential global news network, and the world's largest and oldest news organization, serving as a source of news, photos, graphics, audio and video.

In his role with AP, Hopman manages the news organization's business with clients in Latin America, the Caribbean, and the U.S. Hispanic markets. Hopman helps shape the AP's business strategy and advises on the development of products for the Latin American and U.S. Hispanic markets.

Born in Chicago, Hopman holds a B.A. in Political Science and Broadcast Journalism from Marquette University, and an MBA from the Smith School of Business at the University of Maryland. He also studied at the Universidad Complutense of Madrid and is fluent in Spanish and Portuguese. Hopman is based in Washington, DC and travels frequently throughout Latin American.



Cynthia Hudson

SVP & General Manager

[CNN en Español](#)

Cynthia Hudson is senior vice president and general manager of CNN en Español and Hispanic strategy for CNN/U.S. Hudson oversees all aspects, including newsgathering, editorial content, programming, production, operations and personnel, of the CNN en Español 24/7 television network, CNN en Español RADIO and CNNMéxico.com.

In addition to an extensive bilingual staff at CNN headquarters in Atlanta, CNN en Español's operations include a newsgathering and production hub in Mexico City and a fully staffed bureau in Buenos Aires, Spanish-speaking personnel based at the CNN bureaus in

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Washington, New York, Los Angeles, Miami and Jerusalem, and a worldwide network of nearly 50 Spanish-speaking contributing journalists.

Before joining CNN en Español, Hudson served as chief creative officer and executive vice president for SBS and managing director of Mega TV. There she was responsible for SBS' expansion, directly overseeing flagship TV station Mega TV, as well as the company's internet site lamusica.com and other new media development. In addition, Hudson supervised the strategic expansion of SBS content across multiple media platforms and development of branded entertainment synergies among all SBS properties. Mega TV saw tremendous growth under her watch and garnered the network 27 EMMY awards in just four years since its launch.

From 1997 to 2005, Hudson served as senior vice president and editorial director of Cosmopolitan Television (a Hearst Entertainment and Syndication Group division), heading up the creation and development of the Cosmopolitan TV Networks, including Canal Cosmopolitan Iberia and Canal Cosmopolitan Latin America as well as the foundation for Cosmo TV Canada. There she led the research, development and creation of Cosmo TV, overseeing design of original programs, on-air packaging, promotions and program acquisitions, as well as the creation and production of original formats and the overall business strategy for the networks.

Prior to Cosmopolitan TV, Hudson was senior vice president of programming and creative services for United International Holding's joint venture channel service, United Family Communications (UFC), now MGM Networks Latin America. While at UFC she created Casa Club TV, the first pan-regional Home channel for Latin America (today MGM).

Hudson was the vice president of programming and production for the Telemundo Network from 1992-94. During her tenure, the network's programming line-up was redesigned, achieving its highest ratings to date and developing its first in-house telenovela production unit with successes such as "Tres Destinos," a prime-time scripted drama series that debuted in 1994.

From 1984 to 1992, Hudson held various production and executive positions with the Univision Network, including Executive Producer of the first daytime U.S. Hispanic magazine show, "TV Mujer" ("TV Woman"), which garnered Univision its first Emmy Award for ongoing series production. Hudson started her professional career in news at Univision affiliate WLTV 23, where she held various positions from reporting to production and management.

Born in Los Angeles, she holds a Masters in Communications from the University of Miami, and is fluent in English and Spanish.



Viviana Hurtado

Founder & CEO

[The Wise Latina Club](#)

Viviana Hurtado is the founder and blogger-in-chief of *The Wise Latina Club*, which is inserting a missing-in-action Hispanic female perspective on politics and pop culture into the mainstream.

She also contributes Op-Eds to the *Huffington Post Latino Voices*, has provided political analysis and commentary for NPR's *Tell Me More with Michel Martin*, Univision's *Al Punto con Jorge Ramos*, and *CNN en Español*. She also writes on domestic and international politics for the national women's magazine *More*.

A former Washington, DC-based ABC News correspondent, Viviana led coverage on the global economic crisis, technology, and politics. She helped launch the critically-acclaimed *Al Jazeera English* where she reported extensively from Latin America and freelanced for the *New York Times* in Mexico City, contributing to the newspaper's award-winning coverage of the historic 2000 Mexican Presidential elections. She worked her way up to the network-level from her internship at *CNN en Español* and local news.

Viviana holds a PhD from Yale University, a MA from Stanford University, and a BA from the University of California at Berkeley.



Paul Lima

Founder & CEO

[Lima Consulting Group](#)

Paul E. Lima II is the President and founder of Lima Consulting Group, a Philadelphia based multi-national digital consultancy.

Prior to starting Lima Consulting Group, Paul spent seven years in the financial services industry. He held various positions at SEI Investments (NASDAQ: SEIC), a \$5 Billion dollar company, where he developed business, marketing and technology strategies and was responsible for new product development and service offerings. While at SEI, Paul led the effort to web-enable the company's flagship software called, Trust3000 by launching Trust3000Anywhere, the largest trust accounting platform in the world that processes over \$1.5 Trillion in transaction value on a daily basis.

Mr. Lima served as an Officer in the US Army for seventeen years in various active duty and reserve roles. In his last four year tour, he served as the Deputy Commander of Army Reservists supporting the Defense Information Systems Agency (DISA), the Agency

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responsible for the IT Infrastructure for the Department of Defense. In this capacity he managed over \$50 million in the annual value of services provided to the Agency and he led teams that continue to define the future of the Internet in combat.

Mr. Lima is the Chairman of the Greater Philadelphia Hispanic Chamber of Commerce, and currently serves on the board of the West Point Society of Philadelphia and the Wharton Alumni Association Board of Directors. He is the previous Executive Vice President of the Philadelphia Chapter of the National Society of Hispanic MBA's and founded an English as a Second Language (ESL) program in his community and serves in a local leadership position with the Boy Scouts of America. He is also the co-founder of the [Service Academy Society](#), a non-profit established to unite the Alumni of the Nation's five military Service Academies.

In 2008 he was named by Leadership Philadelphia as a Top Emerging Connector. He was appointed to the CEO Access Network of the Greater Philadelphia Chamber of Commerce in 2009, an organization that promotes the informal relationships between large business CEO's and minority entrepreneurs. In 2009 he was named by the Philadelphia Hispanic Business Journal as a Minority Business Leader. Mr. Lima was recently named to the HITEC 100, recognizing the nation's top Hispanic executives in information technology.

He earned a Masters Degree in the Management of Technology awarded jointly by the University of Pennsylvania's School of Engineering (SEAS) and the Wharton School and holds a B.S. from the United States Military Academy. Paul holds a Top Secret (TS/SCI) clearance. He lives near Philadelphia with his wife and four children.



Mark Lopez

Head of the U.S. Hispanic Audience

[Google](#)

As Head of the U.S. Hispanic Audience and Pan Regional U.S. Sales since November of 2010, Mark López is responsible for developing and growing Google's U.S. Hispanic media business and helping U.S. advertisers reach the Latin American online audience. He leads a team that works with marketers and agencies to develop innovative marketing programs targeting these growing segments.

Prior to Google, López was Chief Operating Officer of Terra Networks USA, managing Product Strategy, Programming, Marketing, and Business Development for the U.S. business. He also collaborated with U.S. advertising clients looking to reach Terra's Latin American audience.

Prior to working for Terra, López was Publisher at AOL Latino, where he was in charge of all U.S. Hispanic advertising revenue, trade marketing, and business development at AOL. He developed and executed creative multicultural sales and marketing solutions for advertising clients as well as coordinated marketing programs to drive revenue goals.

López began his career as a senior consultant with two consulting firms, Mercer Management Consulting and Andersen Consulting.

A native of Spain, López holds a Bachelor's degree from Rensselaer Polytechnic Institute and a Master's degree in Business Administration from MIT's Sloan School of Management. He is also Co-Chair of the IAB Multicultural Council, member of the MIT Sloan Latin American Executive Board and Board Advisor to the Center of Hispanic Marketing Communications at Florida State University.



Monique Manso

Publisher

[People en Español](#)

Monique Manso was named publisher of *PEOPLE en Español*, the largest selling Hispanic magazine in the U.S., in May 2011. She is charged with overseeing all advertising and marketing operations for the magazine and its website, [PeopleEnEspañol.com](#).

Prior to joining *PEOPLE en Español*, Manso was Vice President of Time Inc. Corporate Sales where she was responsible for Time Inc's largest advertising contracts. Managing a team of corporate sales directors and working closely with the company's world-class brands, she developed large-scale integrated corporate advertising programs and fostered new sales and marketing relationships. Under her management, the number of clients working with Corporate Sales & Marketing more than doubled, and she helped increase Time Inc.'s print market share significantly.

Prior to joining Time Inc., Manso was an account director at Condé Nast's *Bon Appétit* where she managed a range of retail, consumer electronics, and fashion accounts.

She also held several senior positions at the Condé Nast Corporate Media Group, including Executive Corporate Business Director where she oversaw a team of ten media planning and buying professionals, and Corporate Sales Director, spearheading dozens of accounts in the food, liquor and home categories.

Before entering the publishing world, Manso managed the IBM business at Ogilvy & Mather where she negotiated and maintained all global corporate contracts that included print, broadcast, online, custom publishing, research, and conference components. She was also responsible for the successful transition of the agency's Latin America media department from Miami to New York.

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Manso began her career at Ammirati Puris Lintas Worldwide, where she worked on the Sara Lee Corp., Elizabeth Arden, Unilever, MasterCard and Wrangler business.



Carlos Manzano

Executive Director

[Latin Media & Entertainment Commission](#)

Carlos Manzano was appointed Executive Director of the Latin Media and Entertainment Commission in May 2007. In this capacity, he has developed strategies and plans for Mayor Bloomberg's Latin Media and Entertainment based on economic development, big events, marketing, public relations, and policy to meet the mission of making New York the capital of Latin media and entertainment.

His professional experiences include working as an independent consultant and project manager in information technology and marketing projects for businesses and individuals; as an Assistant Commissioner for the Beacons program at the Department of Youth and Community Development (DYCD); as a Project Coordinator-Computer Specialist for the Department of Information Technology and Telecommunications (DoITT); as a recertifier for Section 8 Housing; as an Administrative Assistant for the Board of Elections; and as an instructor and Teacher's Assistant for the New York City Board of Education.

As a Manhattan resident for nearly 20 years, Mr. Manzano has been active in community and business affairs. He served on the boards of Community Board 4, Area Policy Board 4, the Clinton Seed Fund and the Student Outreach Program. Additionally, he is a member of the Midtown West Business Association, the Manhattan Hispanic Chamber of Commerce, the International Association of Business Communicators and Project Management Institute.

Mr. Manzano has received awards from the Equal Employment Opportunity Commission, the Ninth Avenue International Food Festival, the Puerto Rican Family Foundation, Colombia Exterior and the Metropolitan Police Officers Association from Washington, D.C.

He has been a speaker at schools and colleges: Norman Thomas High School, Martin Luther King High School, Park West High School, Newcomers High School, Queens College, Hunter College, the College of Technology and New York University. In 2002 and 2005, he served as "Principal for a Day" through the "Pencil" program.

He holds a Bachelor of Arts from Queens College and a Master in Public Administration from New York University (NYU). He also holds a Project Management certification from NYU and a Project Manager Professional (PMP) certification from the Project Management Institute. Now he is completing his second Master in Public Relations and Corporate Communications at NYU.



Marta Martinez

Chief Marketing Officer

[MediaMath](#)

Marta Martinez is an industry veteran who brings a wealth of experience in the interactive advertising space and a recognized perspective on industry innovation.

At MediaMath, Marta focuses on helping media and data partners activate and monetize assets via the company's TerminalOne™ platform – making them accessible to the dozens of agencies that have adopted the platform to power their media trading efforts. These activities are key to MediaMath's continued ability to deliver greater global scale than any other platform, and support current campaigns across every major market in the world.

Marta's group has enabled MediaMath to achieve unparalleled scale and provide clients with a single point of access to more than 13 billion impressions per day, 15 third party data sources, and over 450 million global unique users.

Marta joined MediaMath from Havas Digital, where she served as global SVP Partnerships and Product Development. In this role, Marta led management teams on identifying and implementing strategic partnerships, organic investments, and acquisitions.

Prior to Havas, Marta was an Associate VP at Marchfirst in their Media, Entertainment and Technology practice, and a management consultant with Cluster Consulting where she led numerous engagements in the media, publishing and telecom industries across Europe.

Martinez has spoken about analytics, optimization and improving marketing effectiveness at a number of industry conferences. Martinez earned an MBA from NYU's Stern School of Business and is a graduate of Barcelona's ESADE with a degree in international marketing management.

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Rick Marroquin Executive [Creative Artists Agency](#)

Coming Up soon!



Daren McKelvey Director Business Development [LatinVision Media](#)

Daren holds a degree in Psychology from Brandeis University and has more than a decade's worth of experience in video production, business development, media consulting, and sales. He currently serves on the advisory board for the non-profits 100 Beds for Haiti, Kicking + Screening Soccer Film Festival, and Building Beats, a music empowerment program for underprivileged youths. A native English speaker, he is proficient in Spanish and Brazilian Portuguese.



Alvaro Palacios SVP Sales & Operations Americas [Prisa Digital](#)

Alvaro Palacios, an executive with a wide range of multi-media experience is the Vice President of Sales and Operations of Prisa Digital, leading the expansion of Prisa into the digital arena in the US and Latin America.

Prior to joining Prisa, Palacios worked at Terra USA and Latin America in several capacities; most recently as Regional Director of Business Development for Terra USA and Latin America (LATAM) where he was responsible for the strategy and implementation of the Ad Network initiative known as EZTarget Media. In this role Palacios oversaw the business plan, developed and managed strategic partnerships and created sales plan for the region.

Palacios previous roles in the US business of Terra Networks USA included Director of Portal where he was responsible for increasing the traffic of terra.com, managing content, product, design and engineering areas of the US business. He also served as Director of Finance where he was responsible for consolidating the operations of Telefónica's Data Center located in Miami by developing a Shared Service Center.

Before working for Terra, Palacios worked at PricewaterhouseCoopers for 11 years, holding several positions and managing multiple projects that ranged from business investment projects, to business reorganization projects for several Fortune 100 companies.

Palacios, a Uruguayan native, holds a CPA Degree and an MBA, currently resides in Miami with his wife and 2 children.



Matias Perel CEO [Latin3](#)

Matías Perel founded Latin3 in 2000 and led the company to a premier position in the raking of interactive marketing agencies in the U.S. and Latin America.

A native of Argentina, Perel has lived and worked across Latin America and the U.S. where he gained a deep knowledge of the Hispanic and Latin American communities. Perel is often found sharing his expertise as a frequent speaker at trade events, seminars and conferences, and a collaborator to CNN en Español as an expert in the Internet arena and the Online Advertising Industry.

Perel has had a number of accolades bestowed on him, including being named one of the top 100 Hispanic Entrepreneurs in the USA by Hispanic Trends magazine. Before founding Latin3, Perel launched Organic Online in Latin America and managed Organic's regional business operations. Prior to Organic, Perel managed the coordination of Grey Interactive Worldwide's International operations.

Perel holds a Business degree from the School of Management at Boston University and has an OPM from Harvard Business School.



Seth Pinsky President [NYC Economic Development Corporation](#)

Seth W. Pinsky was appointed President of the New York City Economic Development Corporation (NYCEDC) by Mayor Michael R. Bloomberg in February 2008, seven months before the collapse of Lehman Brothers ushered in one of the most significant economic downturns in generations. Seth has worked to meet the challenge presented by the crisis by re-evaluating the agency's strategy for

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expanding the City's economy and redoubling existing efforts to position the City as the international center for innovation in the 21st century.

NYCEDC's agenda includes an aggressive slate of programs aimed at diversifying the City's economy, helping legacy industries transition to 21st Century business models, and expanding entrepreneurship to ensure that the City is well-represented in the fields of tomorrow. The more than 60 programs launched during Seth's tenure focus on industries such as the arts, bioscience, fashion, finance, green services, manufacturing, media, and technology and include: incubator spaces providing hundreds of low-cost work stations and business development services to startup companies; the first city-sponsored investment fund outside the Silicon Valley; and international competitions aimed at spurring the creation of new business plans and smart-phone applications using long-neglected government data.

Beyond working to overhaul the City's economy, Seth's efforts have also included modernizing NYCEDC's property management portfolio; overseeing \$2 billion in capital investments ranging from basic infrastructure improvements to new parks and streetscapes across the City; and helping to negotiate and structure the City's involvement in some of the most complex development projects in recent years, including the World Trade Center, Yankee Stadium, and Citifield.

Under Seth, NYCEDC has further continued its efforts to implement several of the Administration's most ambitious area-wide redevelopment projects, bringing new housing, infrastructure, and job opportunities to underserved neighborhoods throughout the Five Boroughs. Examples of these projects include: creation of the City's first LEED-certified neighborhood in Willets Point, Queens; upgrades to the South Bronx Greenway to improve air quality and recreational opportunities in some of the City's poorest neighborhoods; revitalization of the 27-acre amusement district and surrounding community in Coney Island, Brooklyn; and projects at the Sunset Park in Brooklyn to help revive the City's working waterfront. Additionally, under Seth's leadership, the City became the first municipality in the nation to develop a selection process and make allocations under a federal stimulus program designed to spur employment and encourage development during the recent downturn.

An attorney by training, prior to joining NYCEDC, Seth was an associate at the law firm of Cleary Gottlieb, Steen & Hamilton in the Real Estate practice and a financial analyst at the Mergers & Acquisitions boutique, James D. Wolfensohn Incorporated. Seth is a graduate of Columbia College, where he majored in Ancient History, and Harvard Law School.



Jorge Plasencia

Chairman & CEO

República

Jorge A. Plasencia, considered one of the foremost experts on reaching the burgeoning multicultural markets and communities in the United States, is chairman and CEO of República, one of America's fastest growing advertising, digital and communications companies. Jorge cofounded República in 2006 as a small start-up that has rapidly emerged as an industry player. República has won more than 30 ADDY Awards in the last two years alone, and has been ranked by Advertising Age as one of the "Top U.S. Agencies from All Disciplines" and one of the "Top 50 Hispanic Agencies."

Prior to starting República, Jorge was the corporate vice president and operating manager of Univision Radio. While at Univision, Jorge cultivated his sense for the interests of diverse audiences and consumers and how to appeal to them at both a national and local level. In the late 1990s and early 2000s, Jorge applied his multifaceted management skills to Estefan Enterprises, the entertainment and hospitality conglomerate founded by superstar Gloria Estefan and her husband, music mogul Emilio Estefan. As vice president, he ran all marketing, publicity and corporate strategy for the company's numerous divisions, including artist management where he handled various artists including Shakira.

Jorge's first experience in the big leagues came with the Florida Marlins. In the 1990s, he served as the baseball team's first director of Hispanic marketing, overseeing sales and marketing programs. His efforts led to the prestigious Hispanic Marketer of the Year Award from the Greater Miami Chamber of Commerce in 1997, the same year the Florida Marlins won their first World Series.

Jorge has coupled his keen business acumen with his passion for giving back to community. In 1991, while he was still a teenager, Jorge cofounded Amigos For Kids a non-profit organization for underprivileged children and families that he has since nurtured into a respected institution of national prominence. His work for Amigos For Kids has earned Jorge the Ronald McDonald House Charities' "12 Good Men" award and the March of Dimes' "Humanitarian of the Year" award, among others.

Jorge, who is a member of the Council on Foreign Relations and the Young Presidents' Organization (YPO), serves on various national boards: vice chair of the National Council of La Raza (NCLR), the largest Hispanic civil rights and advocacy organization in the U.S.; he's a founding board member and serves on the advisory council of the Congressional Hispanic Leadership Institute (CHLI); and is chair of the Cuban-American National Council (CNC). In Miami, he serves on the boards of the Adrienne Arsht Center for the Performing Arts, the Miami Dade College Foundation and is a trustee of the United Way. In 2004, Jorge was nominated by President George W. Bush – and confirmed by the U.S. Senate – to serve on the advisory board of the Broadcasting Board of Governors' Office of Cuba Broadcasting (OCB).

Jorge, an inductee of the Miami Dade College Hall of Fame, earned a bachelors degree with honors from Barry University and attended the Advanced Management Education Program at Northwestern University – Kellogg School of Management.

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David Puente

Producer, Anderson Cooper 360°

[CNN](#)

David Puente started his career as a network news freelancer in Europe and the Middle East. Upon his return to New York he became a producer at 20/20 and later the first network journalist to report a weekly news program about [Hispanics](#) on the [Internet](#) and [new media](#). That program which he created, anchored and produced was called "Exclusiva" for [ABC News Now](#), the network's digital news channel. In 2009, David joined CNN in his current role as producer for Anderson Cooper 360. He also reports on-air for CNN Espanol.

He has been awarded four Emmys, a National Headliner Award for his work with Barbara Walters in Cuba for her exclusive interview of Fidel Castro and an "EI" Award from El Diario La Prensa in 2005.



Maria Rios

Multicultural Marketing Manager

[Macys](#)

Maria Cristina Rios is a Multicultural Marketing Manager for Macy's Department Stores. With 10 years of experience planning, buying and placing media in multicultural news outlets.

Maria Cristina brings a wealth of experience to foster partnerships to increase outreach to the multicultural consumer by means of grassroots initiatives. Born on the Mexican side of the Texas border, Maria Cristina plays a key role in contributing to Macy's Mexico strategy, which drives sales at its 8 border doors throughout the fiscal year, especially during key Mexican National holidays. A passionate advocate for strengthening the Latino customer experience at Macy's, Maria Cristina is the recipient of the 2010 Macy's Make Magic Annual Award for Customer Engagement as a result of her leadership in spearheading an internal Latino Summit to educate the Macy's merchant population about the Hispanic customer's needs as a Macy's shopper.

She is also leader of the Mi Macy's Latino Employee Network, with which she has made strides to showcase Latino talent at Macy's through strategic business initiatives. She has a Bachelor of Arts in English-Communication Arts with an emphasis in Business from St. Mary's University of San Antonio, TX.



Ana Roca Castro

Founder & CEO

[Latism](#)

Ana started her career at Columbia University where she managed technical projects for the School of Public Health. She then led the implementation of Oracle systems for the United Nations. In 2007, Ana started Premier Transmedia to help businesses and organizations achieve their objectives via state-of-the-art transmedia development. She has a particular passion for education and engagement through transmedia.

Ana is a social entrepreneur and the founder of Latinos in Social Media #Latism, the largest organization of Latino professionals engaged in social media. She is also a serial entrepreneur, currently cooking Gigcoin, KidsFunPlaza, and iGiftThanks with amazing women who moved from partners to sisters.

Her most important role is that of mom to three energetic and creative boys and a 2-year-old geek princess. Married to the best man on earth! Ana's priority will always be to raise happy kids who see the beauty in diversity and understand the need to change the world – one cause per time.



Armando Rodriguez

General Manager US Hispanics

[Yahoo!](#)

As general manager for Yahoo! Hispanic Americas, Armando Rodriguez oversees the company's sales strategy and business partnerships in the U.S. Hispanic market, Mexico, Argentina, Peru, Chile, Colombia and Venezuela. In this role, he is also responsible for the management and diversification of all revenue streams, including display and search advertising, as well the expansion into new markets in Latin America.

Prior to his current role, Rodriguez was head of business development where he led all content and partnership assessments, negotiations and implementation for Yahoo! properties in the region. He also acted as sales strategist working closely with Yahoo!'s U.S. Hispanic sales team to offer and develop unique sponsorship programs to clients.

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New York City

Immediately before joining Yahoo! in 2005, Rodriguez was assistant vice president of business development at MasterCard International where he was responsible for managing both credit and debit card issuing relationships with Banco Santander in Colombia, Venezuela and Puerto Rico. He was also responsible for maximizing MasterCard's revenue and branding opportunities by developing and implementing business plans that would also increase Santander's profitability. While at this post, Rodriguez also launched several new card programs in Colombia, Venezuela and Puerto Rico, resulting in a 40% increase in revenue for MasterCard.

Rodriguez also served as director of business development for Yupi Internet, Inc., where he managed a cross-functional team that designed, launched and operated Yupi's e-commerce initiatives and infrastructure that included 75 merchants in Latin America and Spain. Prior to that, Rodriguez was marketing manager, Latin America, for the National Basketball Association. There, he was responsible for the launch of the NBA's key non-apparel consumer products categories (school supplies, home video, trading cards, toys, electronic games, etc.) in Latin America.

Rodriguez holds an MBA degree from Thunderbird School of Global Management and a Bachelors of Science in Building Construction from the University of Florida.



Jessica Rodriguez

SVP Univision Cable Networks

Univision

Jessica Rodriguez is senior vice president of Univision Cable Networks at Univision Communications Inc., the leading media company serving Hispanic America. She oversees the Company's expanding cable portfolio, including the No. 1 Spanish-language cable network Galavisión, De Película, De Película Clásico, Telehit, Ritmoson Latino and Bandamax.

Ms. Rodriguez joined Univision in 2001 and most recently served as vice president, special assistant to the president of Univision Networks. In this role, she successfully oversaw the implementation of strategic initiatives across the Company. Prior to that position, Ms. Rodriguez was vice president and station manager of Univision's television station in Puerto Rico guiding the station's launch and overseeing news, production, programming, partner relationships and day-to-day operations. During her tenure there, she also helped establish the station's ratings leadership.

Earlier in her career, Ms. Rodriguez served as an analyst and then an associate for the Chase Manhattan Bank in New York City. She received an MBA from Stanford University School of Business and a bachelor's degree from Fordham University.



Mauricio Sabogal

Worldwide Managing Director

Initiative

Mauricio is the current President of World Markets.

Bachelor in Business Administration and postgraduate in Marketing at Rosario University, Mauricio Sabogal has dedicated more than 25 years of his career to marketing research, especially in the field of media and developing media agency networks in Latin America.

He started his career at Nielsen Colombia in 1990 as Account Executive in the area of Stores Audit and Consumer's Panel. Then he assumed as Director of Media Research Department.

Sabogal moved to Ecuador in 1994 as Managing Director, to found and organize Nielsen in the country. In 1995, he was promoted to Director of Nielsen Media Research for Latin America based in Mexico, setting up the electronic audience measurement service with People Meters in Mexico, Panama, Colombia, Ecuador, and Peru, giving additional support to Brazil and Argentina. During his career in Nielsen, he received the Arthur Charles Nielsen award due to the results obtained in his work.

In 1999, Mauricio Sabogal moved back to Colombia as President of the Andean Region for MindShare, responsible for establishing Mindshare in Colombia, Venezuela, Ecuador and Peru, leading processes of implementation of new technologies for media planning. He was recognized among the 300 WPP's global outstanding executives.

In 2002, he accepted the challenge of organizing the Omnicom Group's OMD Network in Latin America as CEO of the region. During the following years, OMD moved from being ranked number 7 to be among the 3 most important agencies in the region, due to the quick expansion from 7 to 19 countries and to the consolidation of clue markets as Mexico, Colombia and Chile, gaining 117 accounts globally, regionally and locally in just 4 years of operation such as J&J, Visa, Nokia, GSK, BDF, Danone, McDonald's, Cadbury Adams, Exxon Mobil among others.

OMD Latin America became the most awarded media agency in Media Creativity in 2003, owning this title during the past 4 years in a row with Grand Prix, 7 gold lions and several short lists at Cannes Lions International Advertising Festival. In addition, the agency obtained much Gold, Silver and Bronze awards in regional and local festivals as Fiap and El Ojo de Iberoamerica in Argentina, El Sol

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de San Sebastian in Spain, Festival de Antigua in Central America and Caribbean Advertising Festival. These awards consolidated OMD as the most creative and innovative media agency in Latin America.

In 2006, Mauricio Sabogal was promoted to CEO of Omnicom Media Group for Latin America and President of the Worldwide Creative Council of OMD. Within his achievements during this period are the development of the second OMD media agency brand, PhD in Latin America and the position of OMD Worldwide as the most creative media network according to the Gunn Report during 4 years in a row.

In 2009, Mauricio moved to IPG, as Managing Director Worldwide of Initiative and President of Mediabrands Latin America, being the first Latin American reaching a global position within the media agencies industry.

Mauricio has been twice jury member at Cannes advertising festival, President of the jury at Latam media festival in Miami and recently President of the Jury at Cristal Awards in Europe, as well speaker in major global advertising festivals.

Mauricio holds major industry recognitions:

2009, named as the most powerful latino in the media agency business by Advertising Age magazine.

2010, named one of the 20 most influential people of the decade, in the advertising business in Latin America by Ad Latina magazine.

2010, Shortlisted as global media executive of the year at The Festival of Media in Valencia Spain

Recently Mauricio was named one of the 100 most influential Colombians by Gerente magazine.

2010, appointed as President of the jury for Latam Media Awards.

He now resides in Greenwich, Connecticut with his wife, daughter and son.



Liz Sarachek-Blacker

Chief Revenue Officer

[Terra Networks](#)

As Chief Revenue Officer, Blacker will oversee and manage all sales and business revenue opportunities across multiple platforms for the US and clients extending into LATAM. Blacker expressed "I am proud to join Fernando and the Terra team as we build upon the success of Terra's global digital sales efforts. The Hispanic market continues to grow exponentially, presenting multi-platform engagement models for marketers, influencers and Fortune 500 companies to activate their consumer base."

Blacker was most recently Senior Vice President of Digital Sales for ImpreMedia, where she was responsible for building a national sales team and revenues in digital, mobile and prints. She was later appointed Publisher of Vista Magazine. Prior to this role, Blacker was Executive Director of Sales for US Hispanic and Latin America for Yahoo! where she co-launched Yahoo's U.S. Hispanic efforts. Blacker also worked as CMO of One Economy, a DC based non-profit multinational organization expanding the availability of technology to low-income communities. She also consulted with BabyCenter L.L.C. on the launch of their US Hispanic and China initiatives. Throughout her career she held executive positions with Time Inc, Dow Jones & Co. and The Economist Magazine.

Blacker is on the Executive Committee of Advertising Women in New York and a Founding Board Member of The Internet Advertising Bureau's Hispanic Committee and ad:tech US Hispanic/Latin America. She was the Founder/President of the International Advertising Association's Under-30 Chapter, Secretary of the U.S. Chapter, on the Board of the Florida/Latin America Chapter, a recipient of Ad Age's "Woman to Watch" Award and is a frequent guest speaker and commentator on Hispanic media.



Saskia Sorrosa

Senior Director, Multicultural Marketing

[NBA](#)

Saskia Sorrosa has more than 10 years of marketing and public relations experience working for multinational corporations and major PR firms in the U.S. and Latin America. She joined the National Basketball Association as Senior Manager, in June 2004, responsible for spearheading all media relations, corporate communications and Internet initiatives for the U.S. Hispanic market and Latin American region. In October 2008, she was named Senior Director of Marketing, responsible for brand positioning, content development, event promotion and advertising efforts targeted to the U.S. Hispanic market. In October 2009, Sorrosa successfully launched the league's first ever integrated marketing campaign targeted to the Hispanic fan, know as éne•bé•a (the pronunciation of the NBA in Spanish).

Prior to assuming this role, Sorrosa launched and managed the Burson•Marsteller Medellin, Colombia office, where she was responsible for positioning and growing the firm in the Antioquia region, as well as broadening its client base – a post she assumed in May of 2003.

During that time, she was also responsible for managing the Ecuador market, and managing the U.S. Bureau of Engraving and Printing account for the launch of the new U.S. \$20 bill in that country.

Sorrosa previously worked out of the Burson•Marsteller New York office, the firm's global headquarters, where she served as a Senior Associate in the Brand Marketing and U.S. Hispanic Practices. As account supervisor she was responsible for new business efforts,

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managing key client accounts, developing integrated communications plans, establishing strong client-media relationships and implementing media relations efforts for travel-related, financial and consumer brands. In addition to client-related work, she was also responsible for the development and implementation of a global marketing plan for Burson-Marsteller, focusing on building the agency's brand reputation and increasing brand awareness in national and international markets.

Sorrosa first joined Burson-Marsteller in July 1999 at its Latin America Headquarters in Miami, Florida where she worked for three years prior to transferring to the New York office. During that time, she was in charge of re-launching the Brand Marketing practice in Latin America.

Originally from Guayaquil, Ecuador, Sorrosa holds a Bachelor of Arts degree in Communications with a concentration in Marketing from George Washington University in Washington, D.C.



Rachel Sterne

Chief Digital Officer

[The City of New York](#)

Rachel Sterne was appointed New York City's first Chief Digital Office by Mayor Bloomberg in January 2011

Sterne is the founder of GroundReport, a pioneering civic journalism portal that enables citizens to report news through firsthand articles, videos and photos. With over 7,000 global reporters, GroundReport was the first to report on stories ranging from the Beijing Olympics to Iranian elections. As Chief Executive Officer, for four years Sterne managed platform development, addressed scalability, integrated social media tools, developed editorial systems, managed budget, and negotiated partnerships with leaders including YouTube, The Huffington Post, and WNET. Sterne has spoken at over 100 conferences, universities and news outlets. In 2010, she was featured as one of Hewlett-Packard's Top 15 Doers, a list which also included Thomas Friedman and James Cameron. In 2009 Sterne was named one of America's Most Promising Social Entrepreneurs by then BusinessWeek.

Sterne is also the founder of Upward Strategy, a digital media consulting company for startups, nonprofits and consumer brands. Upon taking up her responsibilities as Chief Digital Officer, Sterne has handed over leadership of GroundReport and Upward Strategy to other members of their staffs.

Prior to founding GroundReport and Upward Strategy, she worked as a business developer. More recently, she became an adjunct professor at Columbia Business School where she teaches a class in social media and entrepreneurship. Sterne also worked at the US Mission to the United Nations and in 2001 interned for then City Council Member Alan Gerson.



Carlos Vassallo

CEO

[LatinVision Media](#)

Carlos Vassallo is the CEO of LatinVision Media. Carlos has extensive international business experience. He has worked for various multinational corporations, and has had major responsibilities for sales and operations for Latin America. In addition, Carlos has business start-up experience and business consulting experience.

He has worked for IBM, Elexco International, Proxima, and Abitibi Consolidated and has undertaken independent international assignments. He holds a B.S. from the University of Argentina and an M.B.A. from Stern School of Business at New York University. Carlos lives in New York City and has two daughters Flavia and Lorenza. Carlos is a native of Argentina and is fluent in Spanish and English.



Alberto Vourvoulias

Managing Director

[Fox News Latino](#)

Alberto Vourvoulias-Bush is Managing Editor of Fox News Latino, an English-language news site for Latinos in the United States. Prior to launching *foxnewslatino.com*, Vourvoulias-Bush served as Corporate Executive Editor of *impreMedia* where he was responsible for overseeing news strategy --online and print-- for all *impreMedia* news brands, including *La Opinion* of Los Angeles and *El Diario/La Prensa* of New York.

He joined *El Diario/La Prensa* in 2005 as Executive Editor. Prior to that, he served as Deputy Editor of *Time Magazine's* Latin America Edition and launched *Time Magazine's* Spanish and Portuguese language weekly supplements.

Before entering journalism, Vourvoulias-Bush was a Research Associate at the Council of Foreign Relations and taught Latin American politics at Yale University and NYU-SCE. He co-edited *The City and the World: New York's Global Future* with Margaret E. Crahan (1997). In 2008 he was awarded second place in the National Association of Hispanic Publications Award for Editorial Writing, and in

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2007 he was honored by the Hispanic Media Awards. He also received the 2007 Latin Pride National Award for Excellence in Journalism.



Steven Wolfe Pereira

EVP & Managing Director

[MV42 /MediaVest Multicultural](#)

Steven Wolfe Pereira As Senior Vice President and Managing Director of MediaVest's multicultural marketing unit MV42°, Mr. Wolfe is charged with leading holistic multicultural media and communications planning for the agency.

He is responsible for strategy, cross-platform marketing initiatives and branded entertainment working with world-class brands such as Avon, Bristol-Myers Squibb, Coca-Cola, Kraft, Post Foods and Walmart. Mr. Wolfe brings over 15 years experience to MediaVest with a unique perspective to the agency business having worked in media, technology and financial services. Prior to MediaVest, Mr. Wolfe served as Vice President of Partnership Marketing at Univision Communications Inc.

Previously, Mr. Wolfe was a Portfolio Manager overseeing technology investments at Platinum Partners, a multi-strategy investment fund, and he was part of the senior management team of several leading technology companies including Akamai Technologies, Experian Digital and Visual Sciences serving in a variety of business development, corporate strategy, engineering, finance and product marketing roles.

Mr. Wolfe began his career in investment banking and private equity, working at The Blackstone Group, Salomon Smith Barney (Citigroup) and Violy, Byorum & Partners. Specializing in the technology, media & telecommunications industries, Mr. Wolfe performed corporate restructurings, debt and equity financings and mergers and acquisitions advisory work.

Mr. Wolfe graduated Cum Laude with Highest Thesis Honors from Tufts University with a Bachelor of Arts degree in International Relations. A Fulbright Scholar, Mr. Wolfe attended the Greater Boston Executive MBA Program at the Massachusetts Institute of Technology's Sloan School of Management.

A passionate supporter of Hispanic community issues as well as science, technology, engineering and math (STEM) education, Mr. Wolfe serves on the board of directors of the Claudio Reyna Foundation (CRF), the Council of Urban Professionals (CUP), the Dominican Republic Education and Mentoring (DREAM) Project, Excelencia in Education, Sponsors for Educational Opportunity (SEO) and the Tufts University Communications and Media Studies (CMS) program. A Dominican-American, Mr. Wolfe resides in New York City.

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