

The CEOs Summit Convergence 2011 4th Annual Conference

An official event of the [Latin Media & Entertainment Commission](#)
and [Advertising Week](#)



Thursday, October 6, 2011 | Time Inc. | New York City

Speaker List

As of October 2, 2011 # > S= Speakers M= Moderators C= Master of Ceremony Con= Confirmed

ID	St	Name	Last Name	Title	Company
S	Con	Chris	Cunningham	CEO	appssavvy
S	Con	Martin	Breidsprecher	CEO	Azteca America
C	Con	Lucia	Ballas-Traynor	Co-founder and EVP	Cafe Mom
S	Con	Michael	Bloomberg	Mayor	City of New York
M	Con	Michelle	Caruso Cabrera	Anchor and Reporter	CNBC
M	Con	David	Puente	Producer Anderson Cooper 360°	CNN
S	Con	Cynthia	Hudson	EVP & General Manager	CNN En Español
S	Con	Antonio	Cué	Investor, Owner Operator & President	Chivas USA
S	Con	Rick	Marroquin	Executive	Creative Artists Agency
S	Con	Lino	Garcia	Publisher	ESPN Deportes
S	Con	Vincent	Cordero	General Manager	Fox Deportes
S	Con	Alberto	Vourvoulis	Managing Director	Fox News Latino
S	Con	Guido	Conterno	CEO	Grupo Diarios de America
S	Con	Mark	Lopez	General Manager US Hispanics	Google
S	Con	Ivan	Braiker	Co-Founder & CEO	Hipcricket
S	Con	Felix	Alvarez Garmon	SVP LatAM, Caribbean & US Hispanic	IMG
C	Con	Hilda	Garcia	VP of Multi-Platform News & Information	Impremedia
S	Con	Mauricio	Sabogal	Worldwide Managing Director	Initiative
M	Con	Patrick	Dolan	EVP & COO	Interactive Advertising Bureau (IAB)
C	Con	Lizabeth	Cardozo	Founder & CEO	LaCosmopolatina
S	Con	Gabriel	Abaroa	CEO & President	Latin Grammys
S	Con	Mario	Baeza	Chairman	Latin Media & Entertainment Commission
S	Con	Carlos	Manzano	Executive Director	Latin Media & Entertainment Commission
S	Con	Matias	Perel	CEO	Latin3
C	Con	Daren	McKelvey	Director Business Development	LatinVision Media
S	Con	Carlos	Vassallo	CEO	LatinVision Media
S	Con	Ana	Roca Castro	Founder	Latism
S	Con	Paul	Lima	CEO and Founder	Lima Consulting Group
C	Con	Maria	Rios	Multicultural Marketing Manager	Macys
C	Con	Marta	Martinez	Chief Marketing Officer	MediaMath
C	Con	Leylha	Alhuile	SVP Multicultural	Intel
M	Con	Steven	Wolfe Pereira	EVP & Managing Director	MV42 /MediaVest Multicultural
S	Con	Jacqueline	Gonzalez	Executive Director	National Academy of TV, Arts & Sciences
M	Con	Saskia	Sorrosa	Senior Director, Multicultural Marketing	NBA
S	Con	Seth	Pinsky	President	NYC Economic Development Corporation
S	Con	Monique	Manso	Publisher	People en Español
S	Con	Alvaro	Palacios	VP Sales & Operations – Americas	Prisa Digital
M	Con	Jorge	Plasencia	Chairman & CEO	Republica
S	Con	Liz	Sarachek	Chief Revenue Officer	Terra Networks
C	Con	Brian	Hopman	GM and Hispanic Markets	The Associated Press
S	Con	Mario	Baeza	President	The Baeza Group, LLC
S	Con	Rachel	Sterne	Chief Digital Officer	The City of New York

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M	Con	Viviana	Hurtado	CEO	The Wise Latina Club
S	Con	Adrian	Dickson	Global Head News Products	Thomson Reuters
S	Con	Ruth	Gaviria	SVP Corporate Marketing	Univision
S	Con	Jessica	Rodriguez	SVP Univision Cable Networks	Univision
S	Con	Carmen	Di Rienzo	CEO	V-me Media
S	Con	Alain	Groenendaal	CEO	Wing
S	Con	Armando	Rodriguez	General Manager US Hispanics	Yahoo

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The Latin Media & Entertainment Commission of the City of New York



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Contacts

LatinVision Media
Carlos Vassallo
CEO
www.latinvision.com/conference
carlos@latinvision.com
Tel: 646-519-2452
Fax: 469-533-4874

Latin Media & Entertainment Commission of New York City (LMEC)
Carlos Manzano
Executive Director
www.nyc.gov/lmec
cmanzano@nycedc.com
Tel: 212-312-3899
Fax: 212-618-5749

Interactive Advertising Bureau
Patrick Dolan
EVP & Chief Administrative Officer
www.iab.net
patrick@iab.net
T: 212-380-4727
F: 212-504-7940

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CONVERGENCE 2011

The CEOs Summit

October 6, 2011

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September 20, 2011

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