

Convergence 2010 The CEOs Summit

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



Shaping the Future of Latin Media,
Entertainment, Technology & Advertising

Monday, October 4, 2010
New York City

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Rafael Urbina Quintero
Giovanni Rodriguez
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Michael Bloomberg
Carol Robles-Román
David Puente
Rossana Rosado
Giuliano Stiglitz
Lucinda Martínez-Desir
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Borja Perez
Fernando Rodríguez
Mario Baeza
Reinaldo Padua
Lisa Quiroz
Nick Pahade
Javier Palomarez
Kevin Conroy
Ruth Gaviria
Ceril Shagrin
Carmen DiRienzo
Scott Hamilton
Carla Dodds

Title

Former Correspondent
Chairman & CEO
CMO
President
Mayor
Deputy Mayor for Legal Affairs
Producer Anderson Cooper 360°
Publisher & CEO
CEO Orange Adv. Netw Americas
VP Acquisition & Multicultural Mktg
Co-Founder & CEO
President
CEO El Diario La Prensa
Former VP Digital Sales
COO
President & CEO
Founder
President & CEO
Executive Director
Co-President & Publisher
Author
CEO
President & CEO
SVP and Managing Director
SVP
Founder
Founder & CEO
Executive Director
SVP Hispanic Services
Deputy Chancellor
Commissioner
Publisher
President
Founder & Editor in Chief
President & CEO
CEO & President
VP Digital Media & Integrated Sol.
CEO
President
AVP Hispanic Marketing
SVP Corporate Responsibility
CEO
President & CEO
President
SVP Corporate Marketing
EVP Audience
President & CEO
President & CEO
Director of Multicultural Marketing

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Company Biographies



ABC News

Viviana Hurtado

Former Correspondent

ABC News is the affiliate news service of ABC News. ABC News provides complete, round-the-clock coverage of news and sports for the programming of ABC affiliated stations, for the ABC News produced network programs and digital media and for international and domestic broadcast, cable and satellite channels.

ABC News provides the following services:

Collecting and distributing regional, national, and international news and sports material

Live reports and packages from ABC News correspondents and affiliate reporters

Special events services, like the Super Bowl, Inauguration, etc.

File and historical news footage

Feature video and packages

ABC News provides material to support newscasts in all day parts in all time zones.

ABC News maintains bureaus in Chicago, Los Angeles, New York, Washington DC, and has a reporter stationed in London. The ABC News Regional Desk in New York is in daily contact with ABC affiliates. ABC News personnel are trained to identify news stories and get video and information to our affiliates in the fastest and most economical manner. ABC News also works closely with the ABC News foreign bureaus, Associated Press Television (APTN), and international clients in covering international stories.



Batanga, Inc.

Rafael Urbina-Quintero

Chairman & CEO

Batanga, Inc., is the leading Hispanic-focused online media company. The Batanga Network reaches the most U.S. Hispanics online monthly, across all categories and all demographics. Batanga.com, one of its premier online destinations, has consistently been one of the top online destinations for U.S. Hispanics over the past ten years. Batanga, Inc. maintains offices in Miami and New York



BroadVision

Giovanni Rodriguez

CMO

BroadVision was founded in 1993 by Dr. Pehong Chen, the company is recognized as a pioneer and innovator in personalization and collaborative interactions, transactions and process enablement. For more than sixteen years, BroadVision has helped global customers successfully manage the enterprise portal and e-commerce life cycle. We continue to innovate and use our enterprise experience to include business social networking.

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Business Wire

Gregg Castano

President

Business Wire, a wholly owned subsidiary of Berkshire Hathaway, is the global market leader in commercial news distribution. Thousands of member companies and organizations depend on Business Wire to transmit their full-text news releases, regulatory filings, photos and other multimedia content to journalists, financial professionals, investor services, regulatory authorities and the general public worldwide.

In fact, Business Wire has the most comprehensive news and disclosure network in the world. We originate hundreds of thousands of news announcements each year, with a dramatic impact on capital and commercial markets around the globe and in virtually every industry sector.



City of New York

Michael Bloomberg

Mayor

Welcome to the Official New York City Website



City of New York

Carol Robles-Román

Deputy Mayor for Legal Affairs

Welcome to the Official New York City Website



CNN

David Puente

Producer Anderson Cooper 360°

Cable News Network, almost always referred to by its initials **CNN**, is a major U.S. cable news network founded in 1980 by [Ted Turner](#). Upon its launch, CNN was the first network to provide 24-hour television news coverage, and the first all-news television network in the United States.

While the news network has numerous affiliates, CNN primarily broadcasts from its headquarters at the CNN Center in [Atlanta](#), the Time Warner Center in New York City, and studios in [Washington, D.C.](#) and [Los Angeles](#). CNN is owned by parent company [Time Warner](#), and the U.S. news network is a division of the Turner Broadcasting System.



El Diario La Prensa

Rossana Rosado

Publisher & CEO

El Diario la Prensa is the largest and oldest Spanish-language daily newspaper in New York City, and the oldest Spanish-language daily in the United States. Published by ImpreMedia, the paper covers local, national and international news with an emphasis on Latin America, as well as human-interest stories, politics, business and technology, health, entertainment, and sports. El Diario La Prensa currently has 294,769 daily readers and 676,570 unique readers each week.

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France Telecom Group – Orange Advertising Network Americas – Giuliano Stiglitz Global Sales Director

Orange is the key brand of **France Telecom**, one of the world's leading telecommunications operators. With almost 131 million customers, the Orange brand covers internet, television and mobile services in the majority of countries where the Group operates. At the end of 2009, France Telecom had sales of 44.8 billion euros (22.1 billion euros for the first half of 2010).

At 30 June 2010, the Group had a total customer base of 182 million customers in 32 countries. These include 123.1 million mobile customers and 13.2 million broadband internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number three provider of broadband internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.



HBO – Lucinda Martínez Desir VP Acquisition & Multicultural Mktg

Home Box Office (commonly abbreviated as **HBO**), a subsidiary of the media conglomerate Time Warner, is an American premium cable television network that broadcasts in over 150 countries.

In the United States alone, it broadcasts two 24/7 pay-television services (HBO and Cinemax) to over 40 million subscribers.

The services include the subscription video-on-demand products (HBO On Demand and Cinemax On Demand) as well as seven multiplex channels and HD feeds. Internationally, the subscription video-on-demand products HBO On Demand and HBO Mobile, along with HBO-branded joint ventures, bring its services to over 50 countries.



HipCricket – Ivan Braiker Co-Founder & CEO

HipCricket produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising and connect brands with audiences they desire to reach via broadcast stations that are part of the first comprehensive Hispanic Mobile Marketing Network.

Since 2004, HipCricket helped generate revenue and consumer engagement for hundreds of broadcast stations and consumer brands demonstrated by more than 45,000 successful mobile marketing campaigns.

HipCricket drives new revenue and customer loyalty for broadcast stations and consumer brands through strategic, creative and measurable mobile marketing campaigns. We are a software and services company touted for our results-producing programs by our clients, the Mobile Marketing Association, a leading global wireless analyst firm, and the CTIA Wireless Association, among others.

Backed by unparalleled customer service and a robust mobile platform, HipCricket works for such customers as Clear Channel Radio, NBC, CBS, Nestle, Coca Cola, Macy's, Staples, Hershey's and Jameson.

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HipCricket is based near Seattle in Kirkland, Wash. with additional operations in New York and Mexico City.



Identity

Rick Marroquin

President

Identity, a MediaBrand Company. With 6,500 communications specialists operating in 90 countries. Mediabrands manages \$30B* in global media billings. In all areas we are focused on evolving our marketing skills, harnessing digital media and technology innovation in the most impressive time frames. We offer greater strategic and creative capabilities without sacrificing our skills of mastering media complexity.

Our agencies deliver clients new marketing solutions with a greater level of accountability and efficiency to find the best suspects to turn into real prospects, who could ultimately become our client's best and most influential buyers.



Impremedia Digital

Liz Sarachek-Blacker Former VP Digital Sales

ImpreMedia Digital is the # 1 Spanish-language news site among US Hispanic Internet users. The impreMedia Digital Network offers multi-platform advertising solutions at the national and local levels



IAB

Patrick Dolan

COO

The Interactive Advertising Bureau (IAB) is comprised of more than 375 leading media and technology companies who are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend.

The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C.



IAB

Randall Rothenberg

President & CEO

The Interactive Advertising Bureau (IAB) is comprised of more than 375 leading media and technology companies who are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend.

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Karla Palomo

Karla Palomo Business Journalist Karla Palomo

Karla Palomo is a bilingual business journalist and interviewer based in New York with over ten years of domestic and international experience in television, radio, print and digital media. She has reported top business, economic and political stories from the U.S. and across Latin America and conducted one-on-one interviews with world and business leaders. Her previous network experience includes Bloomberg, Univision and CNN.

Palomo is a frequent contributor to various U.S. Spanish-language TV and radio networks, covering financial and economic issues facing the Latino community. She has also written for several international publications including Perfil in Argentina, El Financiero in Costa Rica and Mercado de Dinero in Miami.

In 2004 Palomo joined Bloomberg's Latin American network as a business news anchor and reporter. During her five-years at Bloomberg, she covered all the major economies and financial markets in the region and reported live market activity from the floor of the New York Stock Exchange for Reporte Financiero Bloomberg. She furthermore conducted numerous exclusive interviews with heads of state, central bankers and business leaders such as the Panamanian President Martin Torrijos, Chilean President Michelle Bachelet and Venezuelan media mogul Gustavo Cisneros. She also produced and presented personal finance reports for Negocios Bloomberg, a syndicated Spanish-language radio show that aired in the U.S. and Puerto Rico.

Before joining Bloomberg, Palomo worked as a TV news writer and assignment editor for Univision's affiliate in Chicago for four years. She also served as a freelance TV reporter for Univision's affiliate in Sacramento, California doing special live reports on the historic recall election of Governor Gray Davis in 2003. Furthermore, she was the first Hispanic journalist to produce and host a financial news show, It's About Finance, broadcast daily in English and Spanish from the floor of the Chicago Stock Exchange.

Fluent in English and Spanish, Palomo gained early experience in the broadcast journalism field by interning at CNN's Chicago Bureau and WGN-TV where she was a field producer, and assignment desk assistant. She graduated with honors from Columbia College in Chicago and has a Bachelor's degree in Broadcast Journalism.



LMEC

Carlos Manzano

Executive Director

The **Latin Media and Entertainment Commission** is an entity of the government of New York City. The LMEC was founded by Mayor Michael Bloomberg in October 2003, to help position New York as a major Latin-American media and entertainment center.

The Commission advises the Mayor on business development and retention strategies for the Latin media and entertainment industry.

The Commission is made up of **leaders** from the Latin and mainstream media industry, community leaders from the nonprofit and cultural sectors, and leading executives from the financial, advertising, publishing, new media, and real estate sectors.

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Latina Media Ventures Lauren Michaels Co-President & Publisher

Latina Media Ventures is the premier integrated media company serving the acculturated US Hispanic woman. LMV's diverse media platforms include its flagship magazine, *Latina*, the leading fashion, beauty and lifestyle publication for bicultural Latin women in the US, as well as *Latina.com*, *Latina Lounge* and consumer events, with a combined audience in excess of 4 million.

Latina Media Ventures' connection with its underserved and acculturated audience of Latinas and preeminent position as *the* lifestyle and beauty destination for this key demographic will provide the foundation for future growth and success, according to *Latina*'s Publisher and new Co-President, Lauren Michaels.

"*Latina* is a tremendous brand. The connection we have established with our important and increasingly powerful demographic creates endless possibilities," said Ms. Michaels, who is also Publisher of *Latina*. "Since I joined the company in 2007, we have successfully expanded the reach of our brand, launching the *Latina Lounge* Digital Ad Network and securing *Latina* magazine as the exclusive national print partner of the NY Latino Film Festival event. Together with Galina Espinoza, my new partner as Co-President and Editorial Director, we will continue to grow Latina Media Venture's portfolio of assets to include consumer targeted licensing deals, new digital applications, and more signature events." "Such partnerships and extensions strengthen our connection with both our audience and our advertising partners, who are looking for new ways to reach the growing Hispanic market," said Ms. Michaels.



Latino Boom Chiqui Cartagena Author

Latino Boom by Chiqui Cartagena: Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market.

Hispanic buying power is increasing faster than any other segment of the population. Hispanic consumer spending reached \$930 billion in 2008 and personal consumption spending by Latinos will grow at an annual rate of 9.1% from 2002 to 2020.

In this straight-talking, data-packed guide, Chiqui Cartagena—one of today's leading experts on marketing to the U.S. Hispanic population—gives you all you need to know to successfully reach this market

Coming up soon!

LatinPointe

David Chavez

CEO



LatinVision Media

Carlos Vassallo

President & CEO

LatinVision Media, Inc. is a New York-based company that operates business portals targeting U.S. Hispanic and Latin American entrepreneurs, business owners, executives and professionals in small and

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medium-sized companies. Additionally, The Company organizes conferences and networking events focused on marketing to [U.S. Hispanics](#) and Latin American executives.



**MediaVest's
Multicultural Mktg
MV42°**

Steven Wolfe Pereira SVP & Managing Director

MV42° is the leading media agency serving multicultural nation embedded in **MediaVest** (www.mediavestww.com), a full-service media specialist company offering brand-building results and business solutions. MediaVest is part of Starcom MediaVest Group (www.smggroup.com), one of the largest brand communications groups in the world. SMG encompasses an integrated network of highly specialized consumer contact companies including strategic marketing communication architects who are highly specialized in media management, response media, internet and digital communications, as well as multicultural, entertainment, gaming, sports, sponsorship, event marketing and media.

With nearly 5,800 employees in 110 offices worldwide, SMG delivers brand-building results for many of the world's leading companies. It is part of Paris-based Publicis Groupe, the world's third-largest communications group, the world's second-largest media counsel and buying group, and a global leader in digital and healthcare communications. With sister agencies Starcom, ZenithOptimedia, Denuo, Digitas and Razorfish, MediaVest is a member of Publicis Groupe's VivaKi (www.vivaki.com), a global digital knowledge and resource center.



Mexicanal

Betti Ortega

SVP

Mexicanal Network is a Mexican based television Network launched in 2005 by [Castalia Communications](#) and [Cablecom](#) and serves Mexicans living and working in the United States, Canada and Mexico.

Mexicanal programming lineup features a dynamic range of Spanish-language content encompassing news, cultural programming, culturally relevant programs, sports and popular entertainment from public broadcasters, independent producers and local access stations throughout Mexico.

MEXICANAL Network has garnered appreciation for its efforts to create awareness among the Hispanic community about important social and educational programs. One such example is the IME Scholarship Program, a fund that aims to elevate the educational level of first-generation Hispanics in the United States and Canada.



Mi Blog es Tu Blog

Laura Martínez

Founder

Laura Martínez is a bilingual journalist and editor with over 15 years of experience covering the business beat in Latin America and the U.S. Hispanic market. In my most recent position I was the founder and editor in chief of [Marketing y Medios](#) magazine, an English-language trade publication devoted to explaining the Hispanic market to a non-Spanish speaking audience of executives and marketers in the United States.

I left that magazine in December 2006 following its sale to a new owner.

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Prior to that, I was responsible for creating and launching the Spanish-language edition of the Wall Street Journal, a weekly publication which is distributed as an insert in several Spanish-language newspapers in the country.

Born and raised in Mexico City, I left my country at the age of 17 to study the International Baccalaureate at the United World College of South East Asia, in Singapore, a fantastic two-year experience which changed me forever, not only for the outstanding education I received, but also for the people, cultures and countries I discovered.

Back in Mexico City, I went to the Escuela de Periodismo Carlos Septien Garcia, the country's most prestigious school solely dedicated to teaching journalism, where I graduated with honors. My final thesis: "The involvement of the United States of America in Mexican economic and political affairs as reflected in leading print media: case studies: The Wall Street Journal, The Washington Post and The New York Times".

Through my journalistic career, I have reported and written stories out of Mexico, Guatemala, El Salvador, Panama, Santiago, Sao Paulo and Buenos Aires. I have been a keynote speaker at some major events both in Latin America and the United States. I am fluent in English, Spanish and French.

You can view my entire resume below and/or you can write to me at [miblogestublog \(at\) me.com](mailto:miblogestublog(at)me.com)



My Latino Voice

Rosa Alonso

Founder & CEO

MyLatinoVoice.com is the fastest growing online destination for U.S. Latino culture, entertainment, news and information, our "stories" and social community, all in our online language of choice, English. We offer popular culture and news with a "Latino" twist and from our perspective. Thus our tagline: "The American Experience. The Latino Point of View."

My Latino Voice is the place to connect with Latino culture in three ways with one site: top-notch online magazine/editorial website, an active social community and WikiLatino, the world's first and only encyclopedia of all things Latino.

My Latino voice is an affirmation of the power of two cultures – American and Latino -- and the influences that have converged to create the current U.S. Latino culture. The company and sites are 100% Latina-owned and operated with a deep-rooted commitment to building a space for Latino users to meet, share and be published. As a site truly by and for the audience, My Latino Voice features and promotes the audience, the true "voices" of the site and of our generation.



National Academy of TV, Arts and Sciences Jacqueline Gonzalez Executive Director

The National Academy of Television Arts and Sciences, New York, founded in 1955, is the preeminent membership organization dedicated to serving all media professionals in the television industry, offering career enhancing events and networking opportunities. NATAS NY fosters creativity, inspires and recognizes artistic and technical excellence each season by bestowing the renowned Emmy® Award, the most prestigious honor and most coveted peer-recognition symbol of distinction in television.

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Nielsen Media Research

Douglas Darfield

Senior Vice President,
Hispanic Services

Nielsen is a global leader in measurement and information. We believe providing our clients a precise understanding of the consumer is the key to making the right decisions -- decisions that can lead to profitable growth. At Nielsen, we're always innovating to keep pace with emerging market trends and the increasingly diverse, demanding and connected consumer.

After nearly a century, we're more focused and skilled than ever at providing the complete view of what consumers watch and buy through powerful insights that clarify the relationship between content and commerce. Whether our clients are in media, consumer packaged goods, telecom or advertising, our expansive data and measurement capabilities provide market context and confidence through our long history of innovation and integrity.



NYC Dept of Education

Santiago Taveras

Deputy Chancellor

The New York City Department of Education is [the largest system of public schools](#) in the United States, serving about 1.1 million students in over 1,600 schools.

New York City's public schools use an innovative funding system to create [equitable learning environments](#) for all students.



**NYC Dept of
Small Business
Services**

Robert Walsh

Commissioner

The Department of Small Business Services (SBS) makes it easier for businesses in New York City to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts, and linking employers to a skilled and qualified workforce.



People en Español

Lucía Ballas- Traynor Publisher

People en Español is a Spanish language magazine published by Time Inc. (a division of Time Warner) that debuted in 1996, originally as the Spanish-language edition of its publication *People*.

As of 2009, it is the Spanish-language magazine of largest readership in the US, reaching 6.4 million readers with each issue. Distinguishing itself from its English-language counterpart, *People en Español's* original editorial content combines coverage from the Hispanic and general world of entertainment, articles on fashion and beauty, and human interest stories.



Post Foods

Bart Adlam

President

Post Foods, LLC manufactures ready-to-eat cereals under the brands Honey Bunches of Oats, Pebbles, Post Selects, Spoon Size Shredded Wheat, Grape Nuts and Post Raisin Bran. The company was founded in

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2008 and is based in St. Louis, Missouri. As of August 4, 2008, Post Foods, LLC operates as a subsidiary of Ralcorp Holdings Inc.



ShowBizCafe.com

Jack Rico

Founder & Editor in Chief

ShowBizCafe.com is the first Spanish language website devoted to movies for the US Hispanics. It offers a variety of film content from Hollywood and Latin America including news, reviews, interviews, trailers and feature articles. It was founded, incorporated and launched by Jack Rico in February 2007. The Company is headquartered in Manhattan, New York.



Strategic Sense

Gustavo Razzetti President

StrategicSense helps bridge the gap between advertising agencies and marketers that want to grow the business tapping into the fastest growing segments: Hispanic and African American consumers.

Gustavo Razzetti, President & Founder has been familiar with U.S. Hispanic and Latin American markets for more than 20 years, working with top consumer brands such as DIRECTV, Walgreens, Verizon, Nestlé, Chivas Regal, General Motors, Coca-Cola and BBVA. A veteran agency manager and strategist, Gustavo is the former President of GlobalHue NY and former CEO of Euro RSCG Latino. He has run five different agencies in New York, Argentina and Puerto Rico.



Telefonica USA

Diane Sanchez

CEO & President

Telefonica USA, Inc. based in Miami, Florida, is the US/Americas subsidiary of Telefónica. It is a provider of global corporate communications and managed data center, IT and business continuity services for US and multinational companies with presence in Latin America and Europe, as well as for business customers in South Florida.



Telemundo

Borja Perez

VP of Digital Media & Integrated Solutions

Telemundo is a Spanish-language American television network. Launched in San Juan, Puerto Rico by Angel Ramos in 1954, it is the second-largest Spanish-language content producer in the world. It is also the second-largest Spanish language network in the United States, behind Univision.

Telemundo is one of the only Spanish-language network currently producing telenovelas in the United States. Unlike Univision, many programs on Telemundo air with closed captions in both Spanish and English. Univision only has Spanish captions. The network reaches 93 percent of U.S. Hispanic households in 142 markets via over-the-air, cable and satellite TV. An average of 1,035,000 total viewers (aged 2 and older) tuned in for its weekday prime time lineup during 2007. Telemundo is headquartered at 2290 West 8th Avenue in Hialeah, Florida, near Miami.

Telemundo Communications Group, its parent company, is part of the NBC Universal division of General Electric, which paid \$2.7 billion for the operation in 2002. Don Browne is Telemundo's president. Jeff

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Gaspin, who is president and COO of Universal Television Group, oversees the network. Telemundo has 1,800 employees.



Terra Networks

Fernando
Rodríguez

CEO

Terra Networks, S. A., usually referred to as "Terra", is an Internet multinational company with headquarters in Spain. Part of Telefónica Group (the former Spain's public telephone monopoly and now one of the most important telecommunications companies in the world), Terra operates both as a web portal and/or an internet access provider in the U.S., Spain, and 16 Latin American countries.

Terra was founded in 1999 by Juan Villalonga, Telefonica's president between 1996 and 2000, and quickly turned into a major internet player through the aggressive acquisition of several local startups in Spain and the main Latin American markets: Olé (Spain), Zaz (Brazil), Infosel (Mexico), Gauchonet y Donde (Argentina), Chevere (Venezuela).

Terra has also created several vertical portals, like Invertia, a successful finance portal, and Educaterra (e-learning). It also has had or has stakes in other internet ventures: Uno-e (online banking), Rumbo (travel, in partnership with Amadeus), Atrea (real estate, in partnership with Spanish bank BBVA), Azeler (car selling, also with BBVA), and Maptel (online maps).



The Baeza Group, LLC
V-Me Media Inc

Mario Baeza

President

Mario L Baeza is Chairman and CEO of The Baeza Group, LLC, a merchant bank firm with controlling interests in media, real estate development and entertainment companies. Mr. Baeza formed The Baeza Group, a Hispanic-owned alternative investment firm, in 2003 to create the first Hispanic-owned merchant banking firm focusing on the Pan-Hispanic region.

In 2006, Mario Baeza became the Founder and Chairman of V-Me Media, Inc., a new national Spanish language broadcast television network created in partnership with Channel 13 and 33 other public television stations and currently reaching approximately 50 million U.S. homes. The Baeza Group controls V-Me Media and Mr. Baeza serves as V-Me's Founder and Executive Chairman.



The Coca Cola Company

Reinaldo Padua

AVP Hispanic Marketing

The Coca-Cola Company is the world's leading owner and marketer of nonalcoholic beverage brands and the world's largest manufacturer, distributor and marketer of concentrates and syrups used to produce nonalcoholic beverages. We own or license and market more than 500 nonalcoholic beverage brands, primarily sparkling beverages but also a variety of still beverages such as waters, enhanced waters, juices and juice drinks, ready-to-drink teas and coffees, and energy and sports drinks.

Finished beverage products bearing our trademarks, sold in the United States since 1886, are now sold in more than 200 countries. Along with Coca-Cola, which is recognized as the world's most valuable brand, we own and market four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke, Fanta and Sprite.

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Time Warner

Lisa Quiroz

SVP Corporate Responsibility

Time Warner Inc., a global leader in media and entertainment with businesses in television networks, filmed entertainment and publishing, uses its industry-leading operating scale and brands to create, package and deliver high-quality content worldwide through multiple distribution outlets.

Whether measured by quality, popularity or financial results, our divisions are at the top of their categories. Time Inc., Home Box Office, Turner Broadcasting System and Warner Bros. Entertainment maintain unrivaled reputations for creativity and excellence as they keep people informed, entertained and connected.

Our enterprise is more than a collection of great brands that are owned under one roof. Time Warner's businesses strive to gain competitive advantage from opportunities for constructive collaboration.



Traffiq

Nick Pahade

CEO

TRAFFIQ is an end-to-end digital media planning, buying and management platform. It facilitates the buying and selling of display media with ease and efficiency, yielding maximum return on investment. Marketplace members include the leading advertisers, ad agencies and publishers. TRAFFIQ is a member of the IAB advisory board, helping educate interactive advertisers and publishers on best practices for industry growth. TRAFFIQ is headquartered in New York City, with offices in Vienna, VA.

You can see a company demo here: www.traffiq.com/demo



**U.S. Hispanic
Chamber of
Commerce**

Javier Palomarez

President & CEO

In 1979, several dedicated Hispanic leaders realized the enormous potential of the Hispanic business community in the United States and envisioned the need for a national organization to represent its interests before the public and private sectors. Later that year, the United States Hispanic Chamber of Commerce (USHCC) was incorporated in the state of New Mexico, creating a structured organization aimed at developing a business network that would provide the Hispanic community with cohesion and strength. Since its inception, the USHCC has worked towards bringing the issues and concerns of the nation's almost 3 million Hispanic-owned businesses to the forefront of the national economic agenda. Throughout its nearly 30-year history, the Chamber has enjoyed outstanding working relationships with international Heads of State, Members of Congress and the current White House Administration. Through its network of more than 200 local Hispanic Chambers of Commerce and Hispanic business organizations, the USHCC effectively communicates the needs and potential of Hispanic enterprise to the public and private sector in several ways including:

- Implementing and strengthening national programs that assist the economic development of Hispanic firms;
- Increasing business relationships and partnerships between the corporate sector and Hispanic-owned businesses;
- Promoting international trade between Hispanic businesses in the United States and Latin America;
- Monitoring legislation, policies and programs that affect the Hispanic business community; and Providing technical assistance to Hispanic business associations and entrepreneurs.

Convergence 2010 The CEOs Summit

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



Shaping the Future of Latin Media,
Entertainment, Technology & Advertising

Monday, October 4, 2010
New York City

As the USHCC approaches its 30th anniversary with our continued commitment to the Hispanic business community, we have been developing new ways to pursue our mission.



UNIVISION

Univision Interactive Media

Kevin Conroy

President

Univision Interactive Media, Inc. is the digital division of Univision Communications Inc., the premier Spanish-language media company in the United State. Univision Interactive Media, Inc. includes Univision.com (<http://www.univision.com>), the premier Spanish-language Internet destination in the U.S., and Univision Móvil, the industry's most comprehensive Spanish-language suite of mobile offerings. Univision Communications Inc. also owns and operates Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 95% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 85% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Television Group, which owns and operates 62 television stations in major U.S. Hispanic markets and Puerto Rico; and Univision Radio, the leading Spanish-language radio group which owns and/or operates 68 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States.

For more information, please visit www.univision.net.



UNIVISION

Univision

Ruth Gaviria

SVP Corporate Marketing

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 95% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 85% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Studios, which produces and co-produces telenovelas, reality shows, dramatic series and other programming formats for all of the Company's platforms; Univision Television Group, which owns and operates 62 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 68 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; and Univision Interactive Media, which includes <http://www.univision.com>, the premier Spanish-language Internet destination in the U.S., and Univision Móvil, the industry's most comprehensive Spanish-language suite of mobile offerings. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit www.univision.net

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Univision Comm Ceril Sharin EVP Audience Measurement Innovation and Analytics

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V-me Media Carmen DiRienzo President & CEO

V-me pronounced *veh-meh*, Spanish for "see me." is one of America's largest Spanish TV networks.

V-me entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature.

The 24-hour network launched in March 2007, and is currently available in over 70% of all Hispanic homes, making it the fastest-growing, and 4th-largest, US Hispanic TV network.

In nearly 40 US markets, V-me is available free over-the-air, and on basic cable, thanks to its partnership with public TV stations. V-me is also carried nationally via satellite in the basic and Hispanic packages of Dish Network and DirecTV. In some areas, V-me is available on Verizon FiOS and AT&T U-verse. For local channel information go to vmetv.com/estaciones.



VoodooVox Scott Hamilton President & CEO

VoodooVox™ is an advertising, technology, and services firm that has created an international marketplace for In-Call Media. The company enables the creation and delivery of interactive audio media into the massive telephony market. VoodooVox has developed technology that combines web marketing techniques with the unique qualities of the phone network. The company's proprietary In-Call Network Exchange (ICNx) provides the mechanism for call publishers to bring their telephony applications to the network and instantly access a robust advertising market. Advertisers, in turn, enjoy simplified access to hundreds of millions of calls from a diverse network of call publishers through the ICNx. VoodooVox is backed by venture capital investors such as Apax Partners, Steamboat Ventures (an affiliate of The Walt Disney Company), Softbank Capital, and Village Ventures. www.voodoovox.com

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Walmart

Carla Dodds

Director Multicultural Marketing

Wal-Mart Stores, Inc. (formerly branded as Wal-Mart, branded as Walmart since 2008) (NYSE: WMT) is an American public corporation that runs a chain of large discount department stores and a chain of warehouse stores. In 2010 it was the world's largest public corporation by revenue, according to the Forbes Global 2000 for that year. The company was founded by Sam Walton in 1962, incorporated on October 31, 1969, and publicly traded on the New York Stock Exchange in 1972. Wal-Mart, headquartered in Bentonville, Arkansas, is the largest majority private employer and the largest grocery retailer in the United States. In 2009, it generated 51% of its US\$258 billion sales in the U.S. from grocery business. It also owns and operates the Sam's Club retail warehouses in North America.

Wal-Mart operates under its own name in the United States, including the 50 states. It also operates under its own name in Puerto Rico. Wal-Mart operates in Mexico as Walmex, in the United Kingdom as Asda ("Asda Wal-Mart" in some branches), in Japan as Seiyu, and in India as Best Price. It has wholly-owned operations in Argentina, Brazil, and Canada. Wal-Mart's investments outside North America have had mixed results: its operations in the United Kingdom, South America and China are highly successful, while it was forced to pull out of Germany and South Korea when ventures there were unsuccessful.