

Fourth Annual Marketing to Latinos Sports Conference & Business Networking Event



Thursday, April 11, 2013 | [McGraw-Hill HQ](#) | NYC

Speaker / Moderator Biographies

Y: Confirmed | I: Invited | See full list of biographies below this summary

Y/I	Name	Last Name	Title	Company
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To be announced!

Conference Sites: English: www.latinvision.com/conference/sports and Spanish: www.latinvision.com/conferencia/deportes

Biographies: www.latinvision.com/conference/sports/bios.pdf

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Marketing to Latinos: [Conference Series](#)

Venue: [McGraw-Hill HQ](#)



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This is an official event of
The Latin Media & Entertainment Commission of the City of New York



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LatinVision Media 2012/3 Conference Series
www.latinvision.com/marketing

The screenshot shows the LatinVision website with the following content:

- LATINVISION** logo at the top left.
- Marketing Conferences** header with the subtext "LATINVISION'S FEATURED EVENTS".
- A registration banner: "Be among the first to receive updates, information and special deals about our events for 2011" with an "enter your email address here" field and a "GO" button.
- Three featured event cards:
 - Marketing to LATINOS CONFERENCE SERIES 2012**: Banking and Finance (Dec 1, 2011), Travel, Tourism and Hospitality (Mar 1, 2012), Sports (Apr 12, 2012), Marketing to Latinas (Jun 14, 2012).
 - CONVERGENCE 2011 The CEOs Summit**: October 6, 2011. Logos for NYC, iab, and a circular logo with the number 6.
 - Investing in Latin America & in the U.S. Hispanic Market**: September 20, 2011. Logo for the INTERNATIONAL ECONOMIC ALLIANCE.
- LATINVISION'S Hispanic Business Networking** section.
- LATINVISION MEDIA CONFERENCES & EVENTS >>** section with four small images:
 - Business Networking
 - CEOs Summit
 - Pathways to Prosperity
 - Marketing to Latinos Series

- | | |
|-------------|--|
| Travel | www.latinvision.com/conference/travel |
| Sports | www.latinvision.com/conference/sports |
| Latinas | www.latinvision.com/conference/latinas |
| CEOs Summit | www.latinvision.com/conference |
| Banking | www.latinvision.com/conference/banking |
| Investment | www.latinvisionfinance.com/conference |

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Biographies 2012 Speakers



Oscar Allain, Account Director, Multicultural Marketing, [Octagon](#)

Oscar is a Multicultural Marketing professional with close to 10 years experience in the Hispanic segment.

A soccer expert and native from Puerto Rico, Oscar got his start in the marketing world as a Marketing and Sales Manager for the Caribbean at J.Cobo & Associates, a global leader in commercial foodservice management. He was responsible for the promotion, marketing and sales of over 20 brands of commercial kitchen equipment in the Caribbean region.

A few years later he took a job as Market Research Project Director for The Center for Research & Public Policy. Although his primary role was the management of research projects for Public Policy clients, he was also tasked with handling accounts (Public Policy or Corporate) that commissioned studies and projects about the Hispanic segment. Oscar is also an experienced Focus Group moderator.

Oscar turned his research expertise to the sports marketing world, by joining Octagon in January 2005. As a Senior Research Manager, Oscar managed research projects for clients such as Allstate, Master Card, The Home Depot and Sprint. This included projects to help analyze the impact of their soccer sponsorships. He has also led tracking studies for the US Youth Soccer Association.

He is currently an Account Director for the Multicultural Marketing division at Octagon, where he works under the Group Director to help lead the agency's US Hispanic soccer efforts. He has been instrumental in helping develop of 360-degree programs for clients such as Allstate, Sprint, and Castrol as they relate to soccer. His work for both Allstate and Castrol have included the management of experiential marketing programs to help create awareness of their respective soccer sponsorships.



Felix Alvarez-Garmon, SVP, [International Management Group \(IMG\)](#)

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



Chuck Blazer, Executive Committee and World Cup Organizing Committee, [FIFA](#)

Chuck Blazer – Following a successful career in manufacturing and marketing where he was best known for the iconic Smiley Face, Blazer turned his professional attentions to soccer.

In 1984, he was elected as the Executive Vice President of US Soccer, having held numerous positions in its local and regional divisions. In 1986, Blazer became the Commissioner of the American Soccer League before becoming CONCACAF's General Secretary in 1990.

In February of 1997, he was elected to the FIFA Executive Committee and has been re-elected three times since then. In December 2011, Blazer left his post at CONCACAF to launch Blazer Entertainment, Sports & Technology, Inc., where he is President. He continues in his Executive Committee role at FIFA and also serves as the Chairman of the Organizing Committee of the FIFA Club World Cup; Deputy Chairman of FIFA Football Committee and Member of the Organizing Committee for the FIFA World Cup 2014 Brazil and the FIFA Player's Status Committee.

During recent years, Blazer has been credited for leading the marketing and broadcasting efforts of both CONCACAF and FIFA, where he served for many years on the FIFA Marketing & TV, AG Board and was also Chairman of FIFA Marketing and TV Advisory Board.



Roberto Bruni, President and Founder, [Bruni Marketing](#)

Roberto Bruni is the president and founder of Bruni Marketing, a sports, entertainment and technology focused company. Roberto's over 20 years career includes leadership positions across a remarkable array of companies and organizations. Roberto worked in International Relations for the Centennial Olympic Games dealing with all National Olympic Committees, International Federations, the International Olympic Committee, and Bid Cities. Upon leaving the Olympics Roberto joined the leading sports and entertainment company in the world,

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IMG, working in projects in the United States and Latin America, including the Gold Cup of Soccer in the US, and Copa America in Latin America. During this period Roberto worked with major corporate sponsors including: Pepsi-Cola, UMBRO, Frito-Lay, Anheuser-Busch, and Samsung just to name a few.

Currently, Roberto represents a number of companies, organizations and events, including: Getty Images Latin America, Burns Entertainment, Smart Engagement, Ivy Sports Symposium, and the New York Surf Film Festival. In addition, Roberto does consulting for global brands in how to develop a strategy in sports and entertainment. Roberto is based in New York but with a strong network of business associates in Brazil, Argentina, and Mexico.



Karin Buchholz, Director Community Tennis Council, [United States Tennis Association USTA](#)

Karin J. Buchholz is the National Director of Education and Outreach for the US Tennis Association. In this role she works with local communities and national organizations to grow and develop the sport of tennis. She is charged with creating strategic partnerships with national organizations to fully leverage the USTA's resources and maximize the impact it has on young people across the country.

Prior to working for the USTA, Buchholz was the Vice President of Community Relations and Field Marketing for the NY Knicks, Rangers, and Liberty. **Karin handled all the community marketing, promotions and ticket sales for the three teams outside the arena.** These community-based/ field initiatives included the utilization of MSG's staff to drive revenue and impact lives of young people through education and outreach programming.

Previously, Buchholz worked at the **NBA** office in New York and served as the Director of Fan Development for the Women's National Basketball Association, where she oversaw the league's ticket sales and promotional initiatives that helped WNBA teams develop and increase their fan base at the local level.

Prior to that, she spent five years with the **United States Olympic Committee** in Colorado Springs, Colo., working in a number of key capacities including Director of Foreign and Cultural Affairs in International Relations, where she served as the USOC's staff liaison to the International Olympic Committee and the Pan American Sports Organization. She also served as the Director of Athlete Development for all Olympic sports, creating and implementing a national program that directly increased the number of athletes on U.S. National and Olympic teams.

Buchholz graduated magna cum laude with a degree in Finance from the University of Arizona, where she was a scholarship tennis player. She spent three years playing on the Sony Ericsson WTA Tour, achieving a world ranking in singles and doubles.

Since her playing days, she also served as the Executive Director and Head Tennis Professional for the Harlem Junior Tennis Program. Under her direction, the program was honored as one of President George H.W. Bush's 1000 Daily Points of Light.

Buchholz resides in Nyack, N.Y. with her family.



Jorge Consuegra, Partner, [Fearless Group](#)

Jorge Consuegra is a global business and marketing professional, offering nearly 25 years of experience with Fortune 500 companies and marquee brands.

Jorge is the founder and principal of Fearless Multicultural, a data driven consultancy that enables companies to identify and capture growth associated with multicultural consumer segments. Fearless Multicultural is part of the Fearless Group, where our ambition is to deliver clients better, more effective advertising by eliminating fearful behavior and thinking in the decision making process.

Jorge Consuegra served as Chief Marketing Officer for Forbes Media, including its flagship publication Forbes magazine and [www.forbes.com](#).

Prior to Forbes, Mr. Consuegra was Senior Vice President at Western Union, where he led the U.S. Product Management team and led the person to person money transfer business within the US. He and his team were recognized with the company's Innovator of the Year Award in 2009.

Prior to Western Union, Consuegra spent several years with Yahoo!, Incorporated, where he served in various global leadership roles, including Vice President of International Marketing; General Manager of Yahoo! En Espanol; General Manager of the Yahoo! FIFA partnership and Director of Marketing, Yahoo! Latin America.

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Before joining Yahoo!, Mr. Consuegra was Director of Marketing for Pepsi Cola International and Senior Marketing Manager, Brand Pepsi for Pepsi North America. Prior to joining Pepsi, Jorge worked in Marketing at American Express Travel Related Services Company.

Born in Havana, Cuba, he earned his bachelor's degree in International Relations from Tufts University, and a M.B.A from Harvard. He serves on the Board of Directors of the Society for Human Resource Management (www.shrm.org) and Avon Old Farms School, a college preparatory school in Avon, CT.



David Cooper, Founder, [Cooper Media Ventures](#)

Mr. Cooper has held executive positions with several media companies. He worked for the Wasserman Media Group where he served as Publisher of Sportnet.com and later as the Senior Vice President of Strategy and Investments, The Executive Director of The Games Group at Future US Publishing, Publisher of the NFL Super Bowl Program and NFL Insider Magazine with PRIMEDIA, Senior Vice President of Advertising and Sponsorships for Rivals.com, and The Director of League Sales and Special Projects for ESPN.com.

Mr. Cooper is a founding member and sits on the board of; Competitive Sports Analysis, creator of scoutPro.com. He is a frequent guest speaker on the topic of Sports Business at New York University's School of Continuing Education and Professional Studies as well as The School of Sports Marketing at Manhattanville College. He holds a B.A. from Syracuse University and lives in East Hills, New York with his wife and two children.



Céline Del Genes, Global Head of Mktg and Go-To-Market Women, [Reebok International](#)

Céline Del Genes is the Reebok International Womens Head of Marketing and Go-To-Market. She is in charge of developing long-term global marketing initiatives and ensuring commercial viability in.

Since her commencement into this role, Celine has been landing new concepts and re-launched Reebok's Womens Fitness category. She spearheaded initiatives such as the expansion of Reebok's celebrated walking technology EasyTone, running technology ZigTech, and recently successfully landing Reebok's largely invested lightweight technology RealFlex. She has also been involved in revamping Reebok's consumer-facing brand identity with the launch of the much talked about *The Sport of Fitness Has Arrived 2012* global campaign.

Céline has taken a leadership role in revitalizing Reebok as a brand and previously developed numerous Asian-focused campaigns based on the growing interest in sports among consumers in the region, particularly Asian women.

Prior to joining Reebok International team, Celine was based in Hong Kong where she held several roles within the adidas Group organization.

Previously as Reebok Asia-Pacific Head of Marketing, Celine launched some of Reebok most innovative global concepts such as JUKARI - a fitness programme partnered with Cirque du Soleil- and EasyTone. Celine also spent time at adidas as Asia-Pacific Brand Marketing Director. In this role, she directed all aspects of brand communications including advertising, media and consumer research with Beijing 2008 Olympic Games as one of her key projects. Under Celine's leadership, adidas was awarded Advertiser of the Year at the 2008 adFest and received the first Chinese Gold Lion award at the 2008 Cannes Lions International Festival of Creativity for adidas' Beijing Olympics Campaign.

Along with her current job responsibilities at Reebok, Céline currently serves as a speaker at the Paris EDC School of Management.



Dan Derian, VP of Research & Strategic Planning, [MLB](#)

As VP of Research and Strategic Planning for Major League Baseball, Dan is responsible for overseeing all market and media research conducted by Major League Baseball's Office of the Commissioner. With a background in media and consumer research, Dan plays an integral role in evaluating the behavioral and demographic attributes of the MLB fan base and in providing strategic insights that help guide the marketing of the brand.

Dan began his career in 1992 as a research analyst with Blair Television in New York where he evaluated local TV ratings in support of the ad sales efforts of client TV stations. At Blair Television, Dan was also responsible for managing all TV sports research for all Blair station clients. In 1996, Dan moved to the CBS Television Network, where supported the network's primetime and sports ad sales forces in positioning the network's programming to advertisers and sponsors.

In 1998, Dan started what would be a five-year career at Universal McCann, McCann-Erickson's global media agency, where he conducted media and consumer research on behalf of global clients such as Microsoft, Coca-Cola, and Johnson & Johnson, among others. In 2002, he

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became the key agency research contact for McCann's newest client, Major League Baseball. On the basis of the work done on behalf of the league while at McCann, Dan was hired to start Major League Baseball's research department in 2003. In October of 2008, Dan was promoted to his current role as VP of Research and Strategic Planning. Dan is a graduate of Hobart College in Geneva N.Y., where he received a BA in English in 1991.



Earnie Ellison, Director of Diversity, Inclusion Initiatives & Community Relations, [PGA](#)

Earnie Ellison directs the PGA of America's Diversity /Inclusion Initiatives and Community Relations. His responsibilities include providing awareness and opportunities for people of color, women and the under-served to participate in the game and the business of golf.

A 1970 graduate of Alabama A&M University, he was employed by the IBM Company for 18 years where he held various financial management positions in the USA, the Americas/Far East and Europe/Middle East international businesses. In 1988 he joined the Unisys Company as Finance Director. In 1992 he became the Vice President of Marketing and Finance in his family business until 1997 when he joined the PGA of America as the Director of Finance. After developing the diversity/inclusion strategic plan and establishing community initiatives, he was appointed to a new position, PGA Director of Business & Community Relations. Through Ellison's leadership the PGA of America has experienced notable progress in the goal to increase inclusion within the game and business of golf as well as improved the community image of the PGA of America.

Organizations:

Ellison is a board of director for the Palm Beach County United Way, the First Tee of the Palm Beach County, and Black Chamber of Commerce of the Palm Beaches and advisory board for the Palm Beach County Boy Scouts. He is a member of the Kappa Alpha Psi Fraternity, The Sigma Pi Phi Fraternity, National Negro Golfers Association, and other social and civic organizations. Ellison has been honored by the Louisville Chamber of Commerce, the Louisville Urban League, the various Black Chambers of Commerce, Congressional Black Caucus, US Hispanic Chamber of Commerce, The Links, Alabama Governor's Council for economic inclusion, the Palm Beach County United Way, Kappa Alpha Psi Man of Year, Who's Who in South Florida and the 50 Most Powerful Blacks in South Florida. Ellison has been featured in a number of business publications for his innovated approach for greater diversity and inclusion within golf. He has been keynote speaker and participated on a number of panels discussing the impact of golf as an agent for social and economic change and inclusion.



Joe Favorito, Writer and Founder, [Joe Favorito](#)

Joe has over 26 years of strategic communications/marketing, business development and public relations expertise in sports, entertainment, brand building, media training, television, athletic administration and business. He is a producer of award winning and cutting edge programs designed to increase ROI and minimize cost.

The Brooklyn native has managed the day-to-day and assisted in significantly growing exposure by creating long-term integrated communications/marketing plans for: Two of the world's hallmark sports and entertainment brands (the New York Knickerbockers and Philadelphia 76ers), the world's largest professional sport for women (the WTA Tour), the world's largest sports National Governing Body (the United States Tennis Association) and the world's largest annual sporting event (the US Open). He also oversaw the strategic planning, investor relations, communications and digital business development of the International Fight League during its two year run as a startup Mixed Martial Arts venture and a publicly traded company.

Joe now maintains this blog on the sports marketing and publicity field, writes for New Jersey Newsroom on sports marketing, and has a newsletter for the industry with almost 23,000 members from over 25 countries. as well as handling a consulting practice with clients that include: Lionsgate Films, Bloomberg LLC, Ponturo Management Group/The Leverage Agency (chaired by former head of Anheuser Busch sports marketing Tony Ponturo), Wizard Entertainment/Comic-con, Big Lead Sports, the security company Global Options (chaired by former USOC, Turner Sports and YES Network head Dr. Harvey Schiller), Sportime Tennis/John McEnroe Academy and Game Time Live Sports, among others. His event clients include "All Stars Helping Kids," the International Baseball Federation, "Beat The Streets Wrestling," and the Brian Piccolo Award. Joe is an associate producer of "Lombardi," a drama based on the life of legendary coach Vince Lombardi, as well as "Magic/Bird," which will open in March 2011, and is also an instructor in Advanced Sports Marketing at Columbia University.

He is an author of "Sports Publicity," the most used collegiate text on the industry, is a graduate of Fordham University and resides in River Vale, New Jersey with his wife and two children.

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Mario Fraticelli, Deputy Editor, [ESPN Deportes](#)

Mario Fraticelli serves as managing editor for ESPNDeportesLA.com. In this role, Fraticelli is responsible for the editorial content, style, voice and operation of ESPN Deportes' first local site. Managing a team of writers and editors for the LA bureau, Fraticelli oversees the overall strategy for the site while leading the effort to produce, program and monitor original content across fully integrated platforms.

In addition to his editorial responsibilities, Fraticelli currently oversees and maintains ESPN Deportes' brand social media pages (Twitter, Facebook and Google+). He also manages the overall communications strategy to drive tune-in through these sites and hosts direct conversations with fans during key sports events.

Fraticelli joined ESPN as a deputy editor of US Bureau for ESPNDeportes.com in 2008, where he defined online editorial tone and content programming strategy for ESPNDeportes.com's US Hispanic homepage. Working with a team of senior content executives and programming teams in Miami, Bristol, NY and Argentina, Fraticelli was able to maintain and grow strategic relationships in the fields of Editorial, Marketing, Ad Sales and Promotions while leading the editorial integration between ESPNdeportes.com and ESPN.com.

Fraticelli began his editorial career in 1995 as a writer for Domingo Deportivo, a sports supplement in El Nuevo Día, a newspaper in Puerto Rico, while simultaneously working as a news editor for NotiUno Radio, a radio station in Guaynabo, Puerto Rico. Prior to joining ESPN, Fraticelli was managing editor for Fox Pan American Sports (2006-2008) where he defined online pan regional editorial content and programming strategy for Fox Sports Digital Media. He also worked as an editor for Univision Online (2000-2006), working on features for sports, movies and a special project targeting U.S. Hispanic teens for the website.

Fraticelli graduated from the University of Sagrado Corazón (USC) with a bachelor of arts in communications and later received a master's in science management from Colorado Technical University (CTU).



Hugo Hernandez, Director of Events and Marketing, [EC Hispanic Media](#)

Hugo Hernandez is the Director of Marketing and Events at EC Hispanic Media (a Hispanic Media company based in Los Angeles). Mr. Hernandez is responsible for business-to-business and business-to-consumer brand identity across all the company's media properties.

Under his leadership, EC Hispanic Media is establishing itself as an important player in the U.S. Hispanic media world. Prior to joining EC Hispanic Media, Mr. Hernandez worked at U.S. based impreMedia in different capacities including Corporate Accounts Manager and Director of Sports Initiatives. During his tenure there, he created and co-sold many of impreMedia's most successful consumer promotions and sports programs including Mexican Soccer League, Boxing Programs and most notably, Mr. Hernandez led the creation and implementation of the widely successful impreMedia 2010 World Cup program.

Mr. Hernandez serves in the boards of the National Association of Hispanic Publishers and The Hispanicize Event. Mr. Hernandez holds a BA from the University of California at Los Angeles.



Marcus Jimenez, Partner / Principal, [Huemanitas](#)

Marcus carries over a decade of diversified experience providing innovative marketing solutions resulting in substantial growth for nationally leading corporations. His experience includes domestic and international work targeting the General, Hispanic and Multicultural markets for clients such as Clorox, MillerCoors Brewing, PepsiCo and Procter & Gamble.

Marcus began his career in Hispanic marketing at Vidal, Reynardus & Moya Advertising. In 2003, he joined The Integer Group\TBWA, an Omnicom company based in Denver, Colorado specializing in retail marketing and promotions orchestrating the agency's Hispanic marketing efforts. In 2006, he would ultimately launch Huemanitas, where he currently serves as it's Partner & Creative Principal.

In recognition for his dedication to industry, diversity and community, he was honored in 2007 by the AdColor Coalition as a Change Agent award recipient. Born and raised in Brooklyn, New York, Marcus now resides in Denver, Colorado. He holds a Bachelor of Fine Arts degree from the Fashion Institute of Technology, New York.

Career Highlights:

- › 2010 Guest Presenter at The Bill & Mellinda Gates Foundation on Global Social Marketing
- › 2010 Guest Presenter at PepsiCo Strategic Planning Summit on Hispanic Market Engagement
- › 2009 Keynote Speaker at the University of Denver's Multicultural Talent & Career Fair

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- › 2009 Advertising Age "Big Tent" Blog Contributor
- › 2007 AdColor Change Agent Award Recipient
- › 2007 Denver Advertising Club "50 Award" Recipient
- › 2003 Agency Award for Outstanding Leadership



Marcus Jadotte, VP of Public Affairs & Multicultural Development, [NASCAR](#)

Marcus Jadotte is responsible for overseeing all NASCAR public affairs, government affairs and multicultural initiatives. Under Marcus' leadership, the ranks for female, Latino and African-American driver and crewmembers have grown significantly. He has worked with NASCAR partners including Toyota, Sunoco, Goodyear and United Technical Institute to launch a one of a kind driver development academy, under the **NASCAR Drive for Diversity Banner**, focused on developing the skills of promising female, Asian, Latino and African-American drivers and crewmembers into future NASCAR stars.

Marcus was instrumental in the creation and ongoing implementation of a driver development school in Puebla, Mexico, in partnership with OMDAI, the FIA affiliate of the country. He also led in the development of the ground breaking television reality show **Changing Lanes** and produced ESPN Networks' **Wendell Scott, A Race Story**, which chronicled the life of the first African American to win in the NASCAR premier series. In 2011, Marcus led the development and execution of **Bienvenidos a NASCAR**, a multifaceted campaign to welcome Latino sport fans into NASCAR.

Marcus joined NASCAR in 2005 as Senior Manager of National Media Outreach, and successfully led NASCAR efforts to expand media coverage of the sport in the top 20 media markets. In 2007, he launched the NASCAR Public Affairs department and began oversight of NASCAR industry-wide multicultural initiatives. Marcus became the first African-American Officer in NASCAR history when he was promoted to his current role in 2011.

Prior to joining NASCAR, Marcus established a reputation as a leading political strategist and message development expert. He was Chief of Staff in the office of Congressman Peter Deutsch and Congresswomen Debbie Wasserman-Shultz, served in leadership roles on two presidential campaigns and produced advertising in support of local, Congressional and Senate campaigns.

Marcus is a graduate of Florida State University and lives in Ormond Beach, Florida with his wife Jennifer and their children, Ashton and Sofia.



Ryan Kurek, Former Founder, President & CEO, [LVRG Marketing & Media](#)

Launching LVRG Marketing + Media in 2002, Ryan Kurek has advised & managed sports and entertainment projects for more than two dozen companies such as Best Buy, General Electric, LG, and Bayer. Recent projects included the advisory and development of sports and entertainment ventures in interactive, multimedia and television. With core competencies focused on providing marketing, sales and metrics strategies, Kurek managed more than \$55m in corporate sports marketing projects.

In 2007, Kurek partnered with Steve Pruett to co-create and Executive Producer of the TV program "3 Wide Life", The motorsports show quickly became the #1 nationally syndicated motorsports show in the country reaching more than 65 million households. Kurek led all marketing, sponsorship, content distribution and new business development efforts.

This partnership propelled Pruett to have Kurek consult his company, Communications Corporation of America (CCA), a 29 station \$100m conglomerate throughout Texas and Louisiana. Kurek spent five years working with CCA spearheading projects including development of their multimedia platform, branding campaigns, marketing standards, and corporate revenue models. In review of Kurek's contribution to CCA, Pruett stated "In the nearly 10 years I have known and worked with Ryan, he has exhibited the best marketing and strategic planning skills of almost anyone I have encountered in my 30 years of management in the media industry."

In 2008, Kurek entered the interactive and mobile niche consulting start-up company Phunware to develop their sales and marketing strategy for applications in sports and entertainment. He was then asked to consult YCI Entertainment for their interactive TV product. As their Acting President & CEO Kurek was chief architect of the newly created Popsy Interactive moving the platform from the remote control to the smartphone which immediately expanded its reach and utility. Responsible for company's strategy to market, business, marketing and revenue models, he also raised nearly \$500k in angel capital. Popsy is now valued as a \$20m company.

Throughout Kurek's 15 years in sports and entertainment, he has been involved in a number of Latin/Spanish based projects. He consulted the U.S. Coast Guard, GE Silicone and Steak-umms on bilingual and awareness NASCAR programs, the Puerto Rico Chamber of Commerce, Hannah & Associates marketing agency in Mexico City, and NASCAR's Drive for Diversity / The 909 Group. Additionally, Kurek helped launch

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the Spanish speaking network Estrella TV throughout five of CCA's Texas markets, directing marketing, entertainment, promotional and awareness campaigns.

Kurek recently sold his Charlotte-based agency in February returning home in the Tri-State area.

Member-Sports Advisory Board -St. Jude Children's Hospital
Member-Advisory Board - Clemson University, Marketing Department
Member – National Sports Marketing Network (NSMN) New York Chapter
Panelist - Social Sports TV, League Technology Summit, Sports Video Group
Panelist - Sports & Social Media, Fordham University's Gabelli School of Business
Lecturer - Clemson University, College of Business and Behavioral Science
Lecturer - University of South Carolina, Moore School of Business



Jay B. Lee, Chief Financial Officer, [Bloomberg Sports](#)

Jay B. Lee is currently the Chief Financial Officer for Bloomberg Sports, which was selected by Fast Company Magazine as one of the "Ten Most Innovative Brands in sports" in 2011.

Lee is co-founder of Bloomberg Sports and is one of the original team members that conceptualized, developed, and launched the first-ever sports analytics division within global business leader Bloomberg LP. He has been responsible for helping craft the Bloomberg Sports business for fantasy baseball and football consumers as well as for Major League Baseball Players and clubs, since the founding of the division in 2007. The New Jersey resident has been overseeing all operational, infrastructural, and technological needs to develop, sell, and support the professional MLB team and sports fan products Bloomberg Sports now offers.

In addition to his work with Bloomberg, the Rutgers University graduate has over 18 years of extensive business and Information Technology experience and is an expert in providing business solutions in an enterprise and global environment. He holds an M.B.A. in General Management/Finance from Columbia Business School.



Chris Lencheski, President, [Front Row Marketing Services / Comcast](#)

As President of Front Row Marketing Services – a Comcast-Spectacor subsidiary, Lencheski oversees the day-to-day operations of the company which generates incremental revenue for public assembly venues, sports teams and municipalities through the marketing and sales of naming rights, advertising/sponsorships, exclusive product and vendor rights agreements, premium seating and hospitality features.

An innovative international business strategist and Brandweek® award winning executive, Chris Lencheski has built successful media and entertainment agencies from the ground-up, generated multimillion dollar revenue and portfolio growth, and been instrumental in forging highly lucrative relationships between corporations and some of the world's most high-profile brands, organizations, and events. Recognized as an authority in identifying and leveraging sponsorship, partnership, and alliance opportunities to drive dramatic increases in sales, distribution, and market visibility, Mr. Lencheski has authored industry-setting standards and practice guides followed by major entities from network and cable television stations to Fortune 500 companies, industry gurus, and the Olympics. Combining the latest CRM techniques with experience as an entrepreneur, company spokesperson, and frequent contributor on multimedia outlets pertaining to the sports and entertainment disciplines, Chris continually set new standards for profitability, sales, and success that competitors strive to achieve. In 2011, Mr. Lencheski negotiated on behalf of NBC – Comcast client; Telemundo for their first foray in international motorsports – developing the Telemundo Primary Sponsored Indycar program of 8-Time World Champion Newman/Haas Racing with Spaniard Oriol Servia as driver.

Prior to starting his own company, Phoenicia, Mr. Lencheski was Founder, CEO and President of award winning sports marketing agency SKI & Company™. SKI & Company™ was proudly awarded the first-ever global agency of record designation by General Motors. SKI counted GM, Coca-Cola and their brands FUZE and NOS Energy, Nielsen, Unisys, Smith & Wesson and many other Fortune 500 members as corporate clients serviced via offices in the USA, Europe and the Middle East.

Chris Lencheski is a graduate of Syracuse University and two-term member of the Board of Advisors to the David B. Falk College of Sport and Human Dynamics. He also serves on multiple local and national charitable fundraising boards and along with wife Sharon and their family resides in Center Valley, Pennsylvania.

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Tim McGhee, Principal, [MSP Sports](#)

Tim McGhee is the founder and principal of MSP Sports, a strategic consultancy founded in 2012.

Between 2010 and 2012, Tim worked for IMG Consulting as Senior Vice President/Managing Director. In that role, McGhee oversaw all of the agency's client engagements in North America. IMG's client roster included brand marketers such as Marriott Hotels, Coca Cola, Kia Motors, Kraft Foods, USAA Insurance and Visa, among others.

From 2005 through 2009, McGhee was with Cingular Wireless and AT&T where he was the Executive Director of Global Sponsorships. In that role, he oversaw the activation of a sponsorship portfolio consisting of over 80 local and national properties, such as the NCAA, the company's golf sponsorships, its sponsorship of the AT&T Williams F1 team, the New York Yankees and Dallas Cowboys, as well its naming rights agreements with AT&T Center and AT&T Park.

From 2002 through 2005, he was a Group Account Director with IMG Consulting overseeing a number of client engagements, including Verizon Communications, the NCAA and Tyco Industries, among others.

Prior to joining IMG, McGhee was the Director of Marketing and Promotions at PSP Sports, a sports marketing and publishing firm based in New York City. In this position, he was responsible for overseeing all client service, creative and production functions for the agency's accounts.

From 1998 through 2000, he was the Director of Client Services at Contemporary Marketing, a full service promotional marketing company that was part of SFX.

Tim began his career in sponsorship marketing at Momentum as the Director responsible for the agency's engagement with Lucent Technologies as well as the agency's work on behalf of American Express.

He holds a bachelors degree in marketing from Cornell University and a MBA in management from Columbia University.

Tim resides in Summit, New Jersey with his wife and two children.



Eryn McVerry, Director, Entertainment & Sports Marketing, [Ogilvy Entertainment](#)

Eryn leads the management of strategic planning and branded entertainment for clients such as Motorola, Time Warner Cable and UPS on sports and entertainment initiatives. On behalf of OgilvyEntertainment, she assists in devising multi-media campaign extensions against the development of new advertising creative. In addition, she extends her expertise in the areas of: sports marketing, sponsorship negotiation and activation, and high-profile event management, to both existing and potential clients.

Prior to joining Ogilvy, Eryn was an Account Director at Momentum Worldwide as the strategic lead for the U.S. Army integration efforts amongst McCann World Group (MWG) agency partners. She coordinated across practices specifically for the Army's national sponsorships and events portfolio, which consisted of the U.S. Army All-American Bowl, NASCAR, NHRA, MLB, HBCU Classics and four experiential tours.

Eryn was responsible for the development of sponsorship and added value programs with media partners such as ESPN, MLB, NFL Network and *Sports Illustrated*. She spearheaded the U.S. Army All-American Bowl, the nation's premier high school football all-star game, for more than seven years. Growing the program from 100 events to more than 240 annually.

Before joining the U.S. Army account, she worked closely with celebrities and professional athletes to raise the profile of a broad range of entertainment venues and events. Eryn led on-premise events for Amstel Light as well as sponsorship activation for the Amstel Light Iceland Open, in Reykjavik and Heineken's 2004 Olympic sponsorship in Athens, Greece.

She is a 2000 graduate of Michigan State University, earning her MA in Advertising, and a 1998 graduate of the University of Michigan with a BA in Sports Management and Communications. In 2009, she became an elected member of the Board of Kinesiology at the University of Michigan.

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Carlos Manzano, Executive Director, Latin Media & Entertainment Commission of the City of New York

Mr. Manzano was appointed by Mayor Bloomberg as Executive Director of the Latin Media and Entertainment Commission (LMEC) in May 2007. In this capacity, he has developed strategies and plans 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. To deliver on these projects, Mr. Manzano works closely with City Hall and other government officials, the media, business associations, educational institutions, nonprofits and many other citywide and nationwide organizations. His efforts led to the identification of 22 major Latin events with a combined economic impact greater than \$90 million to the City; created in partnership with NYRemezcla the first Latin media guide; developed with LatinVision an international Latin conference that attracts over 300 participants, including CEOs, executives, and industry leaders; and developed the concept for the annual Latin Media and Entertainment Week (LMEW), which in 2010 included 22 events, had over 90,000 participants, and an economic impact of three million dollars.

His professional background includes: managing operations within public and private sectors; spokesperson, with experience serving as a delegate for various major public programs; policy and project manager expert able to work in various industries; public relations and marketing strategist, with a history of developing multifaceted and strategic public relations campaigns and marketing programs for citywide initiatives and major community programs; build and manage teams that coordinate cross-functionally to fulfill responsibilities in a streamlined, effective manner; experience in government legislative and budgetary processes and skills in technology development and administration.

Many of these professional experiences were acquired working as an independent consultant and project manager in information technology and marketing projects for businesses, elected officials and individuals; as an Assistant Commissioner for the Beacons program at the Department of Youth and Community Development (DYCD) where he managed a budget of \$39.7 million and a staff of 11; as a Project Coordinator-Computer Specialist for the Department of Information Technology and Telecommunications (DoITT) supporting the GIS system, one of the biggest projects the city has ever undertaken; 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 Department of Education.

He has been active on the Westside of Manhattan for over 20 years, serving on various community-based organizations such as Community Board 4, the Clinton Seed Fund, the Student Outreach Program and Encore Senior Citizens Services. He has been a member of the Midtown West Business Association and is a strong supporter of the small businesses that helped revitalize the community in the Hell's Kitchen (Clinton) neighborhood. His contributions have been recognized by the Equal Employment Opportunity Commission, the Queens Borough President's Office, Verizon Hispanic Group, the Ninth Avenue International Food Festival, the Puerto Rican Family Foundation, Colombia Exterior and the Metropolitan Police Officers Association from Washington, D.C. As a New York media executive, he was selected to travel to Israel with a nationwide delegation of U.S. Hispanic leaders from the media and entertainment industry.

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 Master of Science in Public Relations and Corporate Communications and a Master of Public Administration in Public and Nonprofit Management and Policy, both from New York University (NYU). He also holds a Bachelor of Arts from Queens College and Project Manager Professional (PMP) certifications from NYU and the Project Management Institute.



Marisabel Muñoz, Sr. Director of International Communications, Major League Soccer & Soccer United Marketing

Marisabel Muñoz (@MarisabelMunoz) oversees all U.S. Hispanic and international media relations as Senior Director of International Communications for Major League Soccer, and its commercial arm, Soccer United Marketing. Under her leadership, the veteran public relations executive has helped position the league as a leader in the Hispanic media within the American sports landscape, and as an emerging global force within the competitive arena of international soccer.

Since joining MLS and SUM in 2002, Muñoz has been instrumental in fostering coverage for Major League Soccer and its 19 teams, while building key relationships across U.S. Hispanic media and broadcast partners. Muñoz has also worked in creating and evolving the league's numerous U.S. Hispanic initiatives, including *MLS Futbolito*, *Sueño MLS* reality show, and the league's Spanish-language website, *FutbolMLS.com*

Muñoz is additionally responsible for publicity and media relations for SUM, the preeminent soccer company in North America, where she works closely with domestic and international media to promote the North America tours of giants such as FC Barcelona, Manchester United, and the Mexican National Team. She was instrumental in establishing a variety of soccer properties, including the World Football Challenge, CONCACAF Gold Cup, InterLiga and SuperLiga.

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Prior to her work at MLS and SUM, Muñoz, a trained journalist, was a researcher for ESPN The Magazine. She began her journalistic career as a sports reporter for *The Miami Herald*. Muñoz is a graduate of Florida International University, where she earned degrees in Journalism and International Relations. She resides in New York City with her husband and five-year-old daughter.



Vicente Navarro, Director of Hispanic Marketing, [Sports Endeavors Inc.](#)

Vicente Navarro has over 10 years experience in the Sports Industry, with an international (based in Spain) sporting goods Manufacturer, Kelme, and more recently, the largest US soccer distributor, Eurosport/SOCCER.COM. During his tenure in Kelme, he established the US headquarters, opened new markets positioning the brand as one of the leaders in the US soccer market. He has been recognized by the company 4 years consecutively for overachieving goals. In his current role as Director, Hispanic Marketing, he oversees all aspects of business development into the US Hispanic Market. He has been instrumental in establishing strategic relationships with networks and professional teams.

Vicente possesses a keen understanding of both the US and international markets. He is passionate about soccer, well respected in the industry and considered a thought leader.



David Neal, SVP of Production Univision Deportes, [Univision](#)

The span of Mr. Neal's career includes various responsibilities within NBC, most recently as executive producer of NBC Sports. Since 2001, he also served as executive vice president of NBC Olympics, responsible for overseeing the production, programming and technical engineering departments of NBC's Olympic division. During his 29 years at NBC, Mr. Neal produced nine Olympic Games, four NBA Finals, two World Series and a Super Bowl pregame show.

Among his notable productions are the opening ceremony and primetime shows for the 2008 Beijing Olympics which were recognized with a Peabody Award, three Primetime Emmy Awards and four Sports Emmy Awards, including Outstanding Live Event Turnaround. At the 1996 Atlanta Olympic Games, Mr. Neal received an Emmy Award for his role in the development of the innovative "dive-cam" underwater camera, which is still in use today.

His other professional accolades include a Primetime Emmy Award for producing the opening ceremony of the 2006 Torino Olympic Games, along with six Emmy Awards for the 2004 Athens Olympic Games. Those honors followed a record total of 11 Emmys for NBC's coverage of the 2002 Salt Lake City Olympic Games. Mr. Neal also scored Emmy Awards for the show opening to the 1988 World Series, and for producing and writing the acclaimed documentary retrospective "February 25, 1964: The Championship."

Mr. Neal has also been named among the *Mediaweek* 50, an honor that recognizes individuals that advance innovation, revenue and influence in their industries. He also received a National Headliner award for Sports Journalism for his production of "The Great Communicators of Sports" documentary in 1986.

He started his career as a production assistant with NBC's NFL studio show in 1981, where he was involved in all live events, studio shows, documentaries and anthology programs. He received a bachelor's degree in broadcast journalism from the University of Southern California.



Joan Oliver, CEO & Partner. Former CEO of FC Barcelona, [CS Sport Brands](#)

While studying History and Economics in Universitat de Barcelona, worked free-lance in the Publishing industry.

In 1978 he joined Banco Urquijo as a financial analyst. In 1980 created and lead a subsidiary of the bank, Gesdata, which developed the very first European database of stock market information.

In 1983, he founded Efony, S.A., which eventually became the Spanish Partner for the Financial Times as it he company provided financial information over the net.

In November 1992 he started "Bon Dia Catalunya" a morning TV show at TV3, the main Catalan television. From 1994 he was the anchorman and director of the program that was audience leader for 8 consecutive years. Between 2002 and 2004 he was TV3's C.E.O. The station was during all this period the most viewed in its territory.

He joined FC Barcelona in 2004 to be in charge of the TV rights f the club, and eventually rose to CEO in 2008. He presided over the most winningest period in Club history, winning 6 trophies in one season, and had astounding fiscal returns.

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Since his tenure at FC Barcelona, he has co-founded and spearheaded CS Sports, a sports marketing venture aimed at utilizing the experience gained and success achieved to promote the marriage of international sport and business.

Married with Elisenda Oliva since 1974, they have four children: Anna (1978), Maria (1981), Joan (1984) and Elisenda (1991), a granddaughter, Mar (2008), as well as a grand-son, Pere (2010).



Bhavesh Patel, Vice President Interactive Media, [FOX Deportes](#) and [FOX Soccer](#)

Bhavesh Patel serves as Vice President of Interactive Media for FOX Soccer and FOX Deportes, which includes media platforms such as FOXSoccer.com, FOXDeportes.com, as well as FOX Soccer 2Go online, iPad and iPhone applications. In this role, Patel is responsible for the daily operations, business development, and editorial strategy for all interactive and digital media business of FOX Soccer and FOX Deportes.

Patel also manages the commerce sites of FOXSoccerShop.com and TiendaFOXDeportes.com. In 2010, he spearheaded the launch of FOX Soccer 2Go, the only subscription-based live game streaming service in the FOX Sports Media Group family. FOX Soccer 2Go streams more than 1,400 soccer and rugby matches annually. Patel drives the business development of all FOX Soccer and FOX Deportes digital platforms, identifying potential content partnerships and acquisition targets, while negotiating digital programming rights for all properties.

Before joining FOX, Bhavesh Patel served as the Director of Global Digital Media for the National Basketball Association, where he handled the digital strategy for all non-television platforms. This included negotiation of the league's digital distribution agreements with companies like Yahoo and YouTube, fantasy licensing and the leagues' first mobile product offerings in the United States.

A graduate of New York University's Stern School of Business, with a degree in finance and information systems, Patel is a founding board member of the non-profit South Asians in Media and Marketing Association (SAMMA). He currently lives in Los Angeles and is an avid alpine skier and hiker, despite a near-fatal run-in with a rattle snake while hiking in 2004. Patel can tell his rattle snake story in Spanish, Gujarati and Hindi.



Max Ramirez, Integrated Sales Manager Sports & Entertainment, [impreMedia](#)

Max Ramirez has spent over 12 years leading Hispanic Sales and Marketing efforts for startups, midlevel and Fortune 50 Media and Technology Companies. Most recently, he is the Integrated Sales Manager for impreMedia, leading national Sports and Entertainment efforts for impreMedia. Providing advertisers the opportunity to engage with the Latino audience in their platform choice: Newspaper, Magazine, Online, Mobile and Events. He has worked with notable organizations such as Golden Boy Promotions, National Football League, ESPN Deportes, New York Yankees, Jets and Nets just to name a few.

Ramirez earned his MBA from Dowling - Townsend School of Business in Oakdale, NY and his BBA in Marketing from Berkeley College. He is a active member for various B2B and community based organizations.



Bruno Rocha, VP Distribution, [Perform Group](#)

Bruno Rocha is Vice President of Distribution at Perform Group, focused on the Americas region. In this position, he leads commercialization of sports content across TV, digital and mobile platforms, managing relationships with rights holders and media companies. Prior to joining Perform, Bruno worked at the National Basketball Association (NBA), where he contributed to a number of business development initiatives focused on Latin American markets. Among his chief responsibilities were driving negotiations with media groups in efforts to increase content distribution and advertising opportunities. Bruno holds an MBA from Yale University and a law degree from UFMG in Brazil.



Brad Rothenberg, Partner, [BRC Group / Alianza de Futbol](#)

Brad has played strategic roles in major start-up events and built corporate partnerships for various properties that resulted in over \$100 million in direct sponsorship, media and corporate support as well as management of over \$150 million in production budgets during his 15 years career in the sports and entertainment industry.

Since the launch of BRC Group in November 2002, Brad and his business partner Richard Copeland have built an agency that supports companies interested in leveraging opportunities in the US-sports market. BRC Group clients include various int'l and US companies, properties and events as varied as Oracle Racing Team and the America's Cup to national grassroots Hispanic soccer programs. BRC Group is

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dedicated, in part, to developing new properties anchored in the Hispanic market including Major League Soccer's Futbolito and Alianza de Futbol which BRC owns and has resulted in, among other things, over 20 player contracts for US-based players to play professional soccer in the Mexico.

Prior to launching BRC Group, Brad was the executive at World Cup USA 1994 charged with producing World Cup USA 1994 Inc.'s SoccerFest, which attracted more than 200,000 paid spectators, and Legacy Tour a 14-city urban soccer festival. Brad has developed an expertise in all aspects of event management including sales, marketing, production and operation.

Brad co-produced the 2002 Game Day Experience at the Rose Bowl, a game-day concert and festival for the 2002 BCS Championship game at the Rose Bowl. Brad sold and produced a 50-person, 5-day VIP hospitality experience at the 2002 Salt Lake City Winter Olympic Games. Brad was the lead consultant for the Declaration Of Independence Road Trip, Inc. a 3-year project to tour an original print of the document around the United States. Brad developed the \$32 million production and touring budget and was part of the three-man team that secured \$35 million from The Home Depot and the United States Postal Service as event sponsors.

Brad oversaw sponsorship sales, design and production for the NFL Experience On Tour and generated \$7.3 million to support the event and managed relationships with NFL Properties, NFL Films and Photos, and the NFL Players' Union.

Through these and over a dozen other major events Brad has developed a client base from Japan to South America to Europe and advertisers that represent the leading companies on the Fortune 100. Brad is based in San Francisco, CA, married with two children. He is on the board of the SF Chapter of the National Sports Marketing Network and involved in Bay Area non-profit events dedicated to public education. He attended Brown University, class of 1986.



Mark Rothenberg, SVP Sports, [Havas Sports & Entertainment](#)

Mark Rothenberg is responsible for HS&E's sports and entertainment marketing practice in the United States bringing the network's sports communications and brand integration expertise to Havas Group's US agencies, Havas Media (including MPG & Havas Digital) , Euro RSCG and Arnold.

Havas Sports & Entertainment US currently works for a variety of clients including Pedigree, Carnival Cruise Lines, Dior, Havaianas, Volvo, Puig, Sears, and Yahoo!

Rothenberg was Executive Vice President of Marketing for Cox Enterprises who purchased the agency he founded, Lifestyle Marketing Group (LMG), a leading marketing agency specializing in sports marketing, event marketing, sponsorship sales and sponsorship portfolio analysis. He also helped establish Saatchi & Saatchi's sports marketing network and worked with many blue-chip companies including General Motors, Hewlett Packard, Johnson & Johnson, Chase Manhattan Bank, Gillette and Mars among others.

Rothenberg's extensive experience in Olympic marketing initiatives, where he amongst other things represented the United States Olympic Committee, Atlanta, Seoul and Barcelona Organizing Committees as well as Olympic sponsors such as General Motors, Bristol Myers, Blue Cross and Blue Shield, Sara Lee.

Rothenberg graduated from Monmouth University, and has done graduate work at New York University and Harvard University, Advanced Management School. He has also been an Adjunct Professor at the Stern School of Business New York University in the Sports and Entertainment, Marketing Program.



Alvaro Saralegui, SVP, [NFL](#)

Mr. Saralegui is a media veteran who has held senior positions at widely regarded titles such as Sports Illustrated and People before becoming Chief Executive Officer at Quokka, an Internet media venture. He began his career in publishing in 1980 as an advertising sales representative for Cosmopolitan en Español.

He joined Time Inc. in 1983 as an ad sales representative for Sports Illustrated and over the next 14 years, served in a variety of increasingly senior positions for that publication, including head of finance, marketing director, publisher (advertising sales and marketing director) and lastly, as the magazine's general manager. During his time there, he worked on the launches of CNN/SI.com, Golf Plus, SI Presents and the production of various Sports Illustrated television specials. He also negotiated all Olympic sponsorships for the company and founded the Sports Illustrated Daily, a highly profitable daily magazine distributed at the Atlanta Olympics.

Mr. Saralegui joined People Weekly (another Time Inc. publication) in the fall of 1997 as Vice President. In that position, he oversaw the launch of People en Español, the monthly Spanish-language sister publication of People Weekly. He also helped launch People Profiles, a

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television series that was part of CNN's Newsstand program. In 1998, he was promoted to Group Publisher, where his responsibilities also included the oversight of Teen People, the publishing group's successful teen spin-off.

He left Time Inc. in 1999, when he became Chief Operating Officer and later President and Chief Executive Officer of Quokka, a leading online provider of sports entertainment. Mr. Saralegui built the Quokka sales and marketing staff which grew revenues from \$13MM in 1998 to \$48MM in 2000. He oversaw management of the live programming for sports from CART to the Volvo Ocean Race. Mr. Saralegui also led Quokka's efforts with NBC covering the Sydney Olympics. He later expanded the Company's coverage to include the NCAA March Madness tournament and PGA golf, in conjunction with NBC, through the acquisition of Golf.com.

Mr. Saralegui joined Latina Media Ventures in June 2001 as a member of the company's Board of Directors. In this post, he has taken an active role in developing strategic initiatives, brand development and advertising for Latina magazine, the nation's leading bilingual publication for Hispanic women. In the fall of 2001, he was named the company's Vice Chairman. During Mr. Saralegui's five years on the board Latina Media Ventures, LLC doubled its ratebase and grew its revenues 250% outpacing all of its competition.

Today Mr. Saralegui has continued working with major companies and organizations in senior roles in an advisory capacity such as the NFL. He is a partner in JAGTAG, a 2D mobile marketing technology and is raising funding for a new digital venture.

Mr. Saralegui served on the boards of:

Ballet Hispanico
Quokka Sports
Latina Media Ventures
Enhanced Capital LLC

Bullfinch Press a division of Warner Books published Mr. Saralegui's first book, *Our Latin Table*, in October of 2003.

Born in Havana, Cuba, Saralegui attended Dartmouth College where he received a BA degree in history and economics. He later received his MBA from Columbia University in New York City.

Mr. Saralegui resides in Westchester NY where he and his wife, Lisa, are raising their three children in the same community where they were raised.



Joseph Schramm, Managing Partner, [Schramm Marketing Group](#)

Joe Schramm is a marketing professional with 30 years of experience for generating revenues.

He is currently the managing partner of the Schramm Marketing Group, which is a New York-based, media strategy, communications, sponsorship marketing and promotions agency.

He has served in the leadership role of his own company since 1993. Prior to 1993, he served in various distribution, sales, marketing, creative and public relations roles within the cable TV and the not-for-profit industries.

Schramm is especially qualified when a project is targeted to specific fans, consumers, audiences, or business segments by demographic or ethnicity.

His expertise is for promoting television, special events and destinations. He likes to say he generates revenues in the businesses of TV, tickets and turnstiles! As a result, he has focused most of his career in three areas: sports, business-to-business and pay TV.



David Sternberg, CEO, [Universal Sports](#)

David Sternberg is the Chief Executive Officer of Universal Sports, an Olympic-themed sports television network jointly owned by NBC Universal and Intermedia Partners. He supervises a staff of 100 employees at the network's headquarters in Westlake Village, California, and two locations in the New York area, and is responsible for all aspects of the network's operation, including advertising sales, distribution, programming, marketing, technical operations, finance and administration and digital media operations. Universal Sports is currently available to over 63 million households in 52 markets nationwide, and receives over 10 million visits monthly to its ad-supported website at www.universalsports.com. Among the world-class sports events broadcast exclusively on the network's platforms are the world championships of swimming, track and field, gymnastics, skiing and figure skating; the Rugby World Cup; the Boston and New York marathons; the Giro d'Italia and Vuelta a España cycling tours; and the Ironman triathlon series.

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Before joining Universal Sports in April 2010, Sternberg spent nearly 12 years as an executive in the Fox Cable Networks Group. From 2003 to 2009 he served as Executive Vice President and Chief Operating Officer of Emerging Networks and General Manager of three rapidly growing national sports channels: FUEL TV, Fox Soccer Channel and Fox Sports en Español. Sternberg oversaw the launch of FUEL TV in 2003 as the first-ever television network dedicated completely to action sports, and two years later guided the re-branding of Fox Sports World into Fox Soccer Channel, followed by ground-breaking exclusive programming agreements with the English Premier League, the UEFA Champions League and Major League Soccer. Prior to moving to Fox's domestic cable networks group in 2002, Sternberg worked for four years as the Vice President and General Manager of Fox Sports Latin America, making that channel the top-rated sports programming service in the region and forming a successful joint venture with Hicks, Muse, Tate and Furst and Liberty Media Corporation.

Sternberg earned a bachelor's degree in comparative literature from Princeton University in 1990 and an MBA from the Anderson School at UCLA in 1996. He lives in Encino, California, with his wife, Julie, and their three children.



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.



Fredy Wiles, News & Sports Director, [Terra Networks USA](#)

Fredy Wiles is the News and Sports Director for Terra Networks USA, a bilingual content producer for U.S. Hispanics. With a presence in 18 countries across Latin America and the US, Terra is a leading global digital media company that reaches a monthly audience of nearly 100 million people interested in entertainment, sports, and news content across multiple platforms.

A former Sports Producer for Telemundo International, previously known as CBS Telenoticias, Wiles can be considered as one of the pioneers of the Hispanic Media in the US from the late 80s when he worked as radio reporter and journalist for some of the most popular stations in South Florida like WQBA, WSUA and Metro Networks USA.

Wiles also worked for some prestigious radio stations in his native Colombia, including Todelar and IRV. As journalist, Wiles was a correspondent for the Colombian TV station RCN TV from South Florida.

As producer and journalist, Wiles traveled to different parts of the world. In 2010, he was the Executive Producer for a daily online live show from Cape Town, South Africa, during the Soccer World Cup. Wiles has also produced key and successful live events that made history for the Internet media world like the first satellite live stream transmission from the White House on the presidential inauguration day when Barack Obama was elected President of the United States in 2008.

Wiles also played a key role as Executive Producer for the live stream of the World Cup qualifier game between USA vs. Mexico in 2009, breaking a record for an online soccer live audience with approximately 400,000 streams.

In television, Wiles covered hundreds of sports stories and was the General Producer for Contacto Deportivo, a prime time daily live sports show on CBS Telenoticias.

In his current role at Terra Networks USA, Wiles is planning the logistics for the London 2012 Olympic Games special coverage as well as the Presidential Elections 2012 coverage, both key events for the company.