

Third Annual Marketing to Latinos Sports Conference and Business Networking Event



Thursday, April 12, 2012 | McGraw-Hill HQ
New York City

Company Biographies

C: Confirmed | I: Invited

See full list of biographies below this summary

Y/I	Name	Last Name	Title	Company
C	Jay B.	Lee	Chief Financial Officer	Bloomberg Sports
C	Brad	Rothenberg	Partner	BRC Group / Alianza de Futbol
C	Roberto	Bruni	President and Founder	Bruni Marketing
C	David	Cooper	Founder	Cooper Media Ventures
C	Joan	Oliver	CEO & Partner. Former CEO of FC Barcelona	CS Sport Brands
C	Hugo	Hernandez	Director of Events and Marketing	EC Hispanic Media
C	Mario	Fratlicelli	Deputy Editor	ESPN Deportes
C	Jorge	Consuegra	Partner	Fearless Group
C	Chuck	Blazer	Executive & World Cup Organizing Committee	FIFA
C	Bhavesh	Patel	Vice President Interactive Media	FOX Deportes and Fox Soccer
C	Chris	Lencheski	Founder & CEO	Front Row Marketing Services / Comcast
C	Mark	Rothenberg	SVP Sports	Havas Sports and Entertainment
C	Marcus	Jimenez	Partner / Principal	Huemanitas
C	Max	Ramirez	Integrated Sales Mngr Sports & Entertainment	impreMedia
C	Felix	Alvarez-Garmon	SVP	International Management Group (IMG)
C	Joe	Favorito	Writer and Founder	Joe Favorito
C	Carlos	Manzano	Executive Director	Latin Media & Entertainment Comm NYC
C	Carlos	Vassallo	CEO	LatinVision Media
C	Ryan	Kurek	Former Founder, President & CEO	LVRG Marketing & Media
C	Marisabel	Muñoz	Sr. Director of International Comm	Major League Soccer & Soccer United Mktg
C	Dan	Derian	VP of Research & Strategic Planning	MLB
C	Tim	McGhee	Principal	MSP Sports
C	Marcus	Jadotte	VP of Public Affairs & Multicultural Develop	NASCAR
C	Alvaro	Saralegui	SVP	NFL
C	Oscar	Allain	Account Director, Multicultural Marketing	Octagon
C	Eryn	McVerry	Director, Entertainment & Sports Marketing	Ogilvy Entertainment
C	Bruno	Rocha	VP Distribution	Perform Group
C	Earnie	Ellison	Dir of Diversity, Inclu Initiatives & Comm Relat	PGA
C	Céline	Del Genes	Global Head of Mktg and Go-To-Market Women	Reebok International
C	Joseph	Schramm	Managing Partner	Schramm Marketing Group
C	Vicente	Navarro	Director of Hispanic Marketing	Sports Endeavors Inc.
C	Fredy	Wiles	News & Sports Director	Terra Networks USA
C	David	Sternberg	CEO	Universal Sports
C	David	Neal	SVP of Production Univision Deportes	Univision
C	Karin	Buchholz	Director Community Tennis Council	USTA

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

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

Become a Sponsor: www.latinvision.com/conference/sports/sponsors.pdf

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

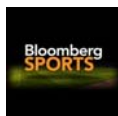


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Companies Biographies 2012



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

Leading a revolution in the way you experience sports statistics, information, and news.



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

BRC Group LLC is a sports marketing agency specializing in the Hispanic market, founded in 2002 by Brad Rothenberg and Richard Copeland.

Alianza de Futbol Hispano, created by BRC Group LLC, is the leading organization in the nation dedicated to American development and support of amateur Hispanic soccer. Alianza de Futbol Hispano, through tournaments, clinics and professional tryouts, brings together and showcases the talents of Hispanic amateur players offering the opportunity to turn dreams into reality by providing academic scholarships through soccer or the possibility of continuing their career at the professional level.

Alianza de Futbol Hispano and its corporate partners reach a community of thousands of Hispanic soccer players and families each year and more than 1 million Hispanic consumers have been part of the events produced by BRC Group. Alianza de Futbol Hispano offers the best platform for amateur soccer players in major Hispanic markets in the United States to compete in the only national program that includes free tryout with recruiters from Mexican teams, the MLS and U.S. universities.

The experience of the founders of BRC Group is extensive, including more than 45 years in the area of marketing, sales of sponsorships, sports marketing and event production with FIFA, MLS, SUM, and FEMEXFUT.



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

Roberto Bruni is the president and founder of Bruni Marketing, a sports, entertainment and technology focused company based in New York.

Roberto has over 15 years of proven success working in sports marketing and entertainment including event planning and management, sponsorship sales, business development, talent representation, and government relations both in the US and in the global arena.

Roberto has worked for the Olympics dealing with the International Olympic Committee, International Sports Federations, and National Olympic Committees. In addition, Roberto has worked for IMG in the United States and Latin America running operations for major sports events and business development in the region.

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

Consults sports and youth oriented digital and integrated media properties. Expertise in: business strategy, advertising sales, sponsorship creation and activation, marketing, recruiting and fundraising.



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

CS Sport Brands is a sports marketing and investment company currently based out of Barcelona, New York, and Beijing. Founded by four former members of the highly successful FC Barcelona administration that saw twelve titles in seven years (2003-2010) as well as consistent and sustained financial growth during the same period. Currently the company serves as an investment liaison between their three host cities and businesses looking to gain returns in the sports world.



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

[El Clasificado](#) was launched right before the recession of the 90's and the company struggled to remain afloat for several years. In 1995 the young entrepreneurs changed the distribution model and Joe joined the company full-time to take over operations so Martha could focus on sales, marketing and new product development. This re-engineering finally put El Clasificado on a trajectory to success. El Clasificado is now the largest Spanish-language weekly shopper in the U.S. with circulation of 460,000. Elclasificado.com is the leading Spanish-language online classified portal serving U.S. Latinos with a ranking among the top 12,000 U.S. websites according to Quantcast.com. El Clasificado has been recognized by the LA Business Journal as one of L.A.'s Fastest-Growing Private Companies and 50 Largest Latino Companies in Los Angeles, as well as by Hispanic Business Magazine's 500 Largest U. S. Hispanic Owned Companies and 100 Fastest Growing Companies, and has been a Greater Los Angeles finalist for the Ernst & Young Entrepreneur of the Year award. [El Clasificado](#) is active in the community with representation on the boards of the Los Angeles County Education Foundation and the Los Angeles Child Guidance Clinic. Martha is a Regent for Loyola Marymount as well as a Board Member of LMU's MAAA which provides merit and need scholarships to Latino students



Mario Fraticelli, Deputy Editor, ESPN Deportes

ESPN Deportes The Worldwide Leader in Sports, is the leading multinational, multimedia sports entertainment company featuring the broadest portfolio of multimedia sports assets with over 50 business entities. Based in Bristol, Conn., ESPN Plaza includes more than 700,000 square feet in more than a dozen buildings on 116 acres. The company is 80 percent owned by ABC, Inc., an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

.fearless

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

The Fearless Group was formed to provide an antidote to the damaging effects of fearful behavior in modern marketing. Fearless delivers, enlightened brand strategy, communications planning, media planning and buying, multicultural marketing, social media, barter and outstanding creative. The founders are from a variety of backgrounds: Agency, social media, client, global media, digital media, brand activation, multicultural marketing and, of course, creative. Fearless undertakes to deliver disproportionate return on advertising investment. And a stimulating and enjoyable journey getting there. Fearless believes that safe advertising isn't.



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

The International Federation of Association Football, commonly known as FIFA, is the international governing body of association football. Its headquarters are located in Zürich, Switzerland. FIFA is responsible for the organization and governance of football's major international tournaments, most notably the FIFA World Cup, held since 1930.

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

Fox Deportes (formerly Fox Sports en Español) is a cable television network dedicated to broadcasting sports-related programming 24 hours a day in Spanish. Fox Deportes is a joint venture between News Corporation and Fox Pan American Sports LLC (an international sports programming and production entity); featuring soccer, baseball, combat sports, auto-racing, among other sporting events from both the US and Latin America.



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

Front Row Marketing Services was formed in 1998 by highly-respected sports marketing expert Mr. Richard Sherwood. Front Row is a division of public assembly facility management firm, Global Spectrum, and part of one of the world's largest sports and entertainment firms, Comcast-Spectacor



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

Havas is a leading global advertising and communications services group. A multicultural and decentralized Group, Havas is present in more than 100 countries through its agencies and contractual affiliations. In January 2009, the Group reorganized into two Business Units: HAVAS Worldwide and HAVAS Media. This simplified structure promotes synergies and further reinforces HAVAS' positioning as the most integrated group in its sector.



Marcus Jimenez, Partner / Principal, [HUMANITAS.com](#)

HUMANITAS is a cultural marketing and management consulting group that aids companies in their efforts to bridge the cultural gaps that exist both internally and externally. Our mission is the empowerment of business through culture by providing client partners with strategic planning and creative support services that are sustainable, results-oriented solutions rooted in cultural insight, innovation and inclusiveness.



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

impreMedia is the leading Hispanic news and information company in the U.S. in online and print. impreMedia's multi-platform offerings range from online to video, social media, mobile and print. Twenty-five percent of U.S. Hispanic adults use an impreMedia network product. The network is also the nation's largest Hispanic newspaper publisher with newspapers in top U.S. Hispanic markets, reaching 15 markets total that represent 59% of the U.S. Hispanic population. Its leading publications include La Opinión in Los Angeles and El Diario La Prensa in New York. For more information, visit: <http://www.impremedia.net>.

impreMedia's websites include: www.impremedia.com, www.laopinion.com, www.eldiariony.com, www.hoynyc.com, www.laraza.com, www.laprensafl.com, www.elmensajero.com, www.rumbotx.com, www.vistamagazine.com and www.lavibra.com.



Felix Alvarez-Garmon, SVP, IMG

IMG Worldwide is a global sports, fashion and media business, with nearly 3,000 employees operating in 30 countries around the globe. IMG's areas of expertise are diverse and wide ranging: IMG College is the leader in collegiate marketing, licensing and media rights. IMG's Joint Ventures, IMG Reliance, IMGX and IMG CCTV, in the emerging markets of India, Brazil and China, offer the company significant long-term growth opportunities. IMG Media is the world's largest independent producer and distributor of sports programming. IMG Events and Federations owns and manages some of the most sought after events and includes long standing associations with the world's most important sports organizations, leagues, and federations. IMG Fashion owns and operates fashion events around the world and IMG Models represents the world's top models and leading designers. IMG Art+Commerce represents the most influential photographers, art directors and stylists.

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For the past 50 years IMG Clients has been the global leader in talent representation, including over 1,000 elite athletes, coaches, industry executives and prestigious sports organizations across the sports, entertainment, fashion and media industries. IMG Academies is the world's largest and most advanced multi-sport training and educational facility delivering sports training experiences to more than 12,000 dedicated athletes from approximately 80 countries every year. IMG Consulting connects many of the world's leading brands with consumers through access to unique sports and entertainment properties. IMG Licensing is considered one of the premier independent licensing companies in the sports, fashion and media world.

Founded in 1960 with a handshake between Mark McCormack and golf legend Arnold Palmer, IMG has grown into a global operation. In 2004, renowned entrepreneurial pioneer Ted Forstmann acquired the company and infused it with renewed energy, creativity, and strategic direction.



Joe Favorito, Sports PR & Marketing Expert , [Joe Favorito](#)

Joe Favorito has over 26 years of strategic communications/marketing, new media, crisis management and business development expertise in sports, entertainment, brand building, media training, television, and athletic administration. His work with big brands and a passion for assisting and learning has grown into a very strong and diverse consulting practice dedicated to helping companies improve all areas of business.



Carlos Manzano, Executive Director, [Latin Media and Entertainment Commission City of New York](#)

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.



Carlos Vassallo, CEO, [LatinVision Media](#)

[LatinVision Media](#), Inc. is a New York-based company operating business portals targeting U.S. Hispanic and Latin American entrepreneurs, business owners, executives and professionals in small and medium-sized companies. Additionally, the Company organizes [conferences](#) and [networking events](#) focused on marketing to [U.S. Hispanics](#) and Latin American executives.



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

When you establish a presence in sports and lifestyle, you develop an impenetrable relationship with consumers that become passionate for your brand.

LVRG is the conduit between brands, properties and fans. Our goal is to create meaningful connections with the influencers, consumers and business partners through sports, motorsports, and lifestyle mediums.

It starts with an original idea. LVRG creates distinct and influential marketing and media concepts that enhance your organization's success: Develop a new and unique concept, maximize current investments, or discover new assets.

Simply put, we breathe new ideas and invigorate established practices that increase return for brands and properties.

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Dan Derian, VP of Research and Strategic Planning, [Major League Baseball](#)

Major League Baseball (MLB) is the highest level of professional baseball in the United States and Canada, consisting of teams that play in the National League and the American League. The two leagues merged in 2000 into a single MLB organization led by the Commissioner of Baseball after 100 years as separate legal entities.

MLB constitutes one of the major professional sports leagues of the United States and Canada. It is composed of 30 teams — 29 in the United States and one in Canada. With the International Baseball Federation, MLB also manages the World Baseball Classic.



Marisabel Muñoz, Sr. Director of International Communications, [Major League Soccer & Soccer United Marketing](#)

About Major League Soccer

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and Canada. MLS features many stars from the U.S., Canada, and around the world. Major League Soccer's 17th season features 19 clubs each playing 34 regular-season matches. Those clubs include the Chicago Fire; Chivas USA; Colorado Rapids; Columbus Crew; D.C. United; FC Dallas; Houston Dynamo; 2011 MLS Cup champion LA Galaxy; New York Red Bulls; New England Revolution; Philadelphia Union; Portland Timbers; Real Salt Lake; San Jose Earthquakes; Seattle Sounders FC; Sporting Kansas City; Toronto FC; Vancouver Whitecaps FC; and, in their inaugural season, Montreal Impact. For more information about MLS, log on to the league's official website at www.MLSoccer.com.

About Soccer United Marketing

Founded in 2002, Soccer United Marketing (SUM) is the preeminent commercial soccer company in North America. SUM holds the exclusive rights to the most important soccer properties in the region, including: all commercial rights to Major League Soccer; the United States Soccer Federation; promotional and marketing rights to Mexican National Team games played in the United States; and the CONCACAF Gold Cup™. SUM also manages promotional and marketing rights in the United States for Mexico's most popular sports team, Club Deportivo Guadalajara (Chivas).

In 2008, SUM entered into a long term partnership with FC Barcelona which includes tours of the legendary Spanish club. In addition, SUM has worked closely with world-renowned clubs such as Manchester United and Real Madrid during their recent North American summer tours. In early 2009, SUM announced the creation of the SUM Digital Network, the only soccer advertising network of its kind, covering all facets of the sport in the U.S., and which allows advertisers to reach millions of soccer fans via online advertising and sponsorships campaigns. These global properties are represented by SUM's slogan: One Sport. One Company.™ For more information, visit www.SUMworld.com.

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

MSP Sports is a strategic consultancy that advises brands and properties in the areas of sponsorship and event marketing. Its principal, Tim McGhee, has nearly 20 years experience working for both brand side marketers and agencies.

Services include sponsorship strategy development; property identification, evaluation and negotiation; ROI methodology and rights fee evaluations.



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

NASCAR.COM is the premier destination for the NASCAR fan. Providing up-to-the-minute coverage on a 24-hour basis, NASCAR.COM delivers news, statistics and information on races, drivers, teams and industry events. Whether you're new to the sport, or have been a NASCAR fan since they raced on the beach at Daytona, NASCAR.COM brings you closer to the sport.

TrackPass products are premium NASCAR.COM subscriptions. With TrackPass, you get exclusive access to a wide variety of live features that get you on the track and in the race. With TrackPass, you control how you listen and watch each and every lap. With live qualifying and total race coverage, TrackPass is a must for all NASCAR fans. New for 2007 is TrackPass RaceView which introduces a whole new way to put the power of NASCAR racing in the fans' control. Think video gaming meets live racing. Every car is rendered in 3-D, giving fans multiple real-time views of the cars as they race around the track. All TrackPass products now include over 40 dedicated in-car audio feeds.

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The [NASCAR.COM Superstore](#) is the official online store of NASCAR, providing a selection of officially licensed merchandise that can't be beat. Whether shopping for yourself or looking for the perfect gift, the Superstore has something for everyone.

NASCAR.COM is one of the fastest growing sports sites on the Web, consistently ranking among the top league sites on the Internet. Year-after-year, NASCAR.COM generates well over 1 Billion pageviews, and draws users from all 50 states and from countries around the world. Turner Sports Interactive, a Time Warner Company, acquired all of NASCAR's interactive rights in October 2000 and became the exclusive producer of NASCAR.COM, the official site of NASCAR, in January 2001. Turner Sports Interactive bases its NASCAR.COM staff in Atlanta, with additional personnel in Charlotte and Daytona. In addition, the site has personnel at the tracks, giving NASCAR.COM the ability to break news stories on-site around the clock. Please visit [tsed.turner.com](#) to find out more about the Turner Network and its properties.



Alvaro Saralegui, SVP, [NFL](#)

The National Football League (NFL) is the highest level of professional American Football. It was formed by eleven teams in 1920 as the American Professional Football Association, with the league changing its name to the National Football League in 1922. The league currently consists of 32 from the United States. The NFL is by far the best attended domestic sports league in the world by average attendance per game, with 67,509 fans per game in the latest regular season (2009).



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

Octagon is the world's largest sponsorship consulting practice and a pioneer and leader in athlete & personality representation & management. With more than 800 employees globally, Octagon manages/influences billions in worldwide sponsorship rights fees and activation. We work with hundreds of blue-chip corporate clients, more than 800 athletes & personality clients and manage more than 5,000 events per year. Leading stakeholders in the sports and entertainment world continue to look to Octagon to provide leadership in understanding fans' passions and how these insights can build more effective, efficient and measurable marketing programs.



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

OgilvyEntertainment was founded in 2006 as the entertainment marketing arm of Ogilvy & Mather. With a worldwide presence including offices in Singapore and Paris, our team is headquartered in New York City. OgilvyEntertainment is a diverse group of 25+ experts with backgrounds spanning every aspect of the entertainment and marketing industries. Our holistic approach to branded content and original entertainment stems from our desire to weave a brand's DNA into engaging, story-driven content to effectively communicate with consumers through a variety of media channels and platforms.



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

PERFORM commercialises multimedia sports content across internet-enabled digital platforms, driving revenues through a mix of Content Distribution, Advertising & Sponsorship and the development and management of Subscription Platforms.

In 2010, we delivered live footage of more than 25,000 separate sporting events; over 1.1 billion video streams; over 100 websites and mobile services; and in January 2011, had a reach of 95 million sports fans.

We own one of the largest digital sports rights portfolios through contracts covering more than 200 sports and their associated leagues, tournaments and events.

Using our portfolio, we create a broad range of multimedia ready sports content - from sports video, editorial to data content - and distribute it directly to sports fans and [business partners](#), including football clubs, sports federations, broadcasters, bookmakers, publishers, mobile operators and telcos.

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Our employees are based across the United Kingdom, Sweden, Spain, Slovakia, Italy, France, Germany, the Netherlands, Australia, New Zealand, United States, Singapore, and India.



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

The PGA of America is the world's largest working sports organization, comprised of 27,000 men and women golf Professionals who are the recognized experts in growing, teaching and managing the game of golf, while serving millions of people throughout its 41 PGA Sections nationwide. Since its founding in 1916, The PGA of America has enhanced its leadership position by growing the game of golf through its premier spectator events, world-class education and training programs, significant philanthropic outreach initiatives, and award-winning golf promotions.



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

Reebok is an American-inspired, global brand that creates and markets sports and lifestyle products built upon a strong heritage and authenticity in sports, fitness and women's categories. The brand is committed to designing products and marketing programs that reflect creativity and the desire to constantly challenge the status quo.



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

Schramm Marketing Group: Founded by 30-year cable TV marketing veteran, trend-strategist and "customer profile" expert, Joe Schramm. Schramm has 30+ years of experience in marketing and promoting cable TV, sports, entertainment programming, licensed characters, destinations, and conferences. Management team includes Schramm as well as Rafael Eli, an experienced direct marketer in media, pay TV and telephony, especially within multi-ethnic markets.



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

To be the world's leading authentic grassroots soccer and lacrosse company, building strong relationships in a vibrant, creative and ethical environment. To inform, inspire and innovate.

This is the mission statement of Sports Endeavors, Inc., a company known to many simply as Eurosport, the title of its soccer catalog. It is more than a slogan that appears on a plaque in the lobby or on our business cards. This idea reflects all that Sports Endeavors, Inc. stands for and is the basis for the way we conduct business. Based in Hillsborough, North Carolina, Sports Endeavors, Inc. was founded in 1984 by the Moylan family to provide American soccer players with equipment and information unavailable anywhere else. Since our first catalog hit the presses, Eurosport, the Fabled Soccer Traders have worked to promote the game of soccer at all levels and to educate players, officials and their families about our sport and its equipment.



Fredy Wiles, News and Sports Director, [Terra](#)

Terra Networks is the largest Latin American online media company, ranked as the 31st most popular internet destination in the world. Offering Entertainment, News and Sports to the 70 million people who visit its portals monthly, Terra was named by Fast Company in 2011 as one of the most innovative company in the music area, "for a multipronged, and profitable, music-focused content model". Terra is present in 17 Latin American countries as well as in USA. It has offices in cities such as Sao Paulo and Porto Alegre (BRA), Buenos Aires (ARG), Santiago (CHI), Lima (PER), Bogota (COL), Mexico DF (MEX), Miami and New York (USA). Among Terra's most successful products and channels are Sonora (music) and Terra TV (premium video content) and the Planeta Terra annual music festival.

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David Stemberg, CEO, [Universal Sports an NBC Company](#)

Universal Sports, a partnership between NBC Sports and InterMedia Partners, LP, is the premier multi-platform media destination for Olympic-related sports programming in the United States. Universal Sports is available to more than 63 million homes across the country, including all of the nation's top 10 media markets. Major world championship sports events aired on Universal Sports include track and field, skiing, swimming, gymnastics, marathons, figure skating, cycling and rugby. The network's website, [UniversalSports.com](#), delivers an immersive experience via live and on-demand competition coverage, interaction with top athletes through interviews and blogs and in-depth access to Olympic sports news and information year-round. For more information, please visit [UniversalSports.com](#).



UNIVISION

David Neal, EVP Univision Deportes, [Univision](#)

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.



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

The USTA's mission is To Promote and Develop the Growth of Tennis.

The United States Tennis Association (USTA) is the national governing body for the sport of tennis and the recognized leader in promoting and developing the sport's growth on every level in the United States, from local communities to the crown jewel of the professional game, the US Open.

Established in 1881, the USTA is a progressive and diverse not-for-profit organization whose volunteers, professional staff, and financial resources support the singular mission.

The USTA is the largest tennis organization in the world, with 17 geographical sections, more than 750,000 individual members and 7,000 organizational members, thousands of volunteers, and a professional staff dedicated to growing the game.

The USTA: Making Tennis Make A Difference!