

# Convergence 2011 The CEOs Summit

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



Thursday, October 6, 2011  
New York City

## Companies Biographies

See full list of biographies below this summary

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

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Name	Last Name	Title	Company
Carmen	Di Rienzo	CEO	V-me Media
Alain	Groenendaal	CEO	Wing
Armando	Rodriguez	General Manager US Hispanics	Yahoo

## Company Biographies:



[appssavvy](#)

Chris Cunningham

CEO

The appssavvy activity platform reaches more than 127 million people performing 1.4 billion social activities each month



[Azteca America](#)

Martin Breidsprecher

CEO

Azteca America is the alternative choice in broadcast television for Spanish speaking families residing in the United States. Azteca America operates in 79 markets nationwide, and can also be seen on DIRECTV Mas Channel 441 (AZA 441) and DISH Network Channel 825. Wholly owned by Mexican broadcaster Azteca, S.A.B. de C.V., Azteca America has access to the best programming from Azteca's three national networks, including a library with over 200,000 hours of original programming and news from local bureaus in 32 Mexican states. The network complements Mexican programming with an innovative line-up of shows from international producers and distributors to ensure the finest programming for Spanish-speaking viewers and unique advertising solutions for partners seeking to reach the most dynamic market in the country.



[Cafe Mom](#)

Lucia Ballas Traynor

EVP and Founder

CafeMom is the #1 site on the internet for moms and the premier strategic marketing partner to brands that want to reach moms in a rapidly changing digital environment.

As the premier media property for moms, CafeMom reaches more than 7 million unique visitors per month on Cafemom.com and 20 million unique visitors per month on CafeMom Plus (comscore, December 2010), a boutique network of sites that reach moms and parents. CafeMom also delivers engagement with more than 100MM pageviews and tens of millions of minutes of time spent per month on CafeMom.com.



[City of New York](#)

Michael Bloomberg

Mayor

Michael R. Bloomberg is the 108th Mayor of the **City of New York**. He was first elected in November 2001, two months after the terrorist attacks on 9/11, a time when many believed that crime would return, businesses would flee, and New York might never recover. Instead, through hundreds of innovative new policies and initiatives, Mayor Bloomberg has made New York City safer, stronger, and greener than ever.



[CNBC](#)

Michelle Caruso Cabrera

Anchor and Reporter

**CNBC** (officially the **Consumer News and Business Channel** until 1991)<sup>[2]</sup> is a **satellite** and **cable television business news channel** in the **U.S.**, owned and operated by **NBC Universal**. The network and its international spin-offs cover business headlines and provide live coverage of **financial markets**. The combined reach of CNBC and its siblings is 390 million viewers around the world. In 2007, the network was ranked as the 19th most valuable cable channel in the U.S., worth roughly \$4 billion.<sup>[3]</sup> It is headquartered in **Englewood Cliffs, New Jersey**.

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**CNN**

David Puente

Producer Anderson Cooper 360°

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

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



**CNN En Español**

Cynthia Hudson

EVP & General Manager

On March 17, 1997, CNN launched **CNN en Español**, a 24-hour Spanish-language news network for the Latin American and United States marketplace. The channel provides live coverage of some news events, and features newscasts throughout the day.



**Chivas USA**

Antonio Cué

Investor, Owner Operator & President

Founded on August 2, 2004, as Major League Soccer's then-eleventh team, Los Angeles-based **Club Deportivo Chivas USA** has achieved remarkable success in just four seasons in MLS. In 2009, the Mexican-owned club qualified for the playoffs for the fourth year in a row to the delight of its passionate supporters. Based at The Home Depot Center - a world-class soccer stadium and multi-sport facility located on the campus of California State University, Dominguez Hills in the city of Carson, Los Angeles County, California.



**Creative Artists Agency**

Rick Marroquin

Executive

**Creative Artists Agency (CAA)** is a prominent entertainment and [sports agency](#) headquartered in [Los Angeles](#). CAA represents A-list and emerging stars in movies, television, music, and sports. It is often cited as the world's leading talent agency<sup>[1]</sup> and its clients include [George Clooney](#), [Meryl Streep](#), [Brad Pitt](#), [Lebron James](#), [Sandra Bullock](#), [Oprah Winfrey](#), [Julia Roberts](#), [Steven Spielberg](#), [Will Smith](#), [Novak Djokovic](#), and [Reese Witherspoon](#).



**ESPN Deportes**

Lino García

Publisher

**ESPN Deportes** is a cable television and radio network dedicated to broadcasting sports-related programming 24 hours a day to the Spanish-speaking community in the United States. The channel broadcasts transmissions made in Mexico City and in Bristol, Connecticut.

ESPN Deportes started transmitting in High Definition on April 16, 2011



**Fox Deportes**

Vincent Cordero

EVP & General Manager

**FOX Deportes** is the leader in Spanish-language sports media. FOX Deportes features premier soccer programming with exclusive coverage of Fútbol Liga Mexicana, Barclays Premier League, Italian Serie A, UEFA Champions League, Copa Santander Libertadores and Copa Nissan Sudamericana; coverage of the Major League Baseball regular season, All-Star Game, National League Championship Series and World Series; championship boxing, UFC® and mixed-martial arts across four compelling media platforms.



**Fox News Latino**

Alberto Vourvoulis

Managing Director

News Corporation (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) had total assets as of June 30, 2011 of approximately US\$62 billion and total annual revenues of approximately US\$33 billion. News Corporation is a diversified global media company with operations in

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six industry segments: cable network programming; filmed entertainment; television; direct broadcast satellite television; publishing; and other. The activities of News Corporation are conducted principally in the United States, Continental Europe, the United Kingdom, Australia, Asia and Latin America.



Google

Mark Lopez

General Manager US Hispanics

Google's mission is to organize the world's information and make it universally accessible and useful. Since their founding in 1998, Google has grown by leaps and bounds. From offering search in a single language they now offer dozens of products and services including various forms of advertising and web applications for all kinds of tasks—in scores of languages. And starting from two computer science students in a university dorm room, they now have thousands of employees and offices around the world.



GDA

Guido Conterno

CEO

Bienvenidos a GDA, un consorcio exclusivo integrado por los once periódicos independientes con más influencia en Latinoamérica: La Nación (Argentina), O Globo (Brasil), El Mercurio (Chile), El Tiempo (Colombia), La Nación (Costa Rica), El Comercio (Ecuador), El Universal (México), El Comercio (Perú), El Nuevo Día (Puerto Rico), El País (Uruguay) y El Nacional (Venezuela).



Hipcricket

Ivan Braiker

Co-Founder & CEO

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

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

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

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

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



IMG

Felix Alvarez Garmon

SVP, Latin America, Caribbean & US Hispanic

IMG is the 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 Media is the world's largest independent producer and distributor of sports programming and content, around the world and particularly in Latin America and across the US Hispanic Markets, distributing over 19,000 hours of content to major global broadcasters annually. This content originates from more than 200 clients and events, including Wimbledon, the Australian Open, the ATP Masters Series, the R&A (governing body and organiser of The Open Championship), International Rugby Board (IRB), MotoGP, the National Football League (NFL) and the International Volleyball Federation (FIVB). IMG Media operates from over 30 offices worldwide and has daily exchanges with over 4,000 key media contacts. IMG Media distributes across all forms of media, including TV, audio, fixed media, inflight and closed circuit, broadband and mobile. IMG Media also maintains the world's largest sports archive with more than 250,000 hours of footage.

IMG Media is partner in two leading joint ventures. Sports News Television (SNTV), a joint venture between IMG and the Associated Press, is the world's largest sports news agency. European Tour Productions, a joint venture between IMG and the European Tour, is the world's most prolific producer and distributor of golf programming with an annual output of over 700 hours.

We have advised rights holders for nearly 40 years on ways to maximize the value of their assets. Our integrated approach helps many of the world's leading sports governing bodies, sporting events, and cultural organizations navigate the intricacies of traditional broadcast and interactive channels. Working alongside our media production team, we provide a seamless solution for both rights holders and broadcasters worldwide.

IMG College is the leader in collegiate marketing, licensing and media rights. IMG's Joint Ventures, incl IMX in Brasil offer the company significant long-term growth opportunities. IMG Events and Federations owns and manages some of the most sought after

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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.

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 Consulting connects many of the world's leading brands with consumers through access to unique sports and entertainment properties.



Impremedia Digital

Hilda Garcia

VP of Multi-Platform News & Information

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



Initiative

Mauricio Sabogal

Worldwide Managing Director

Initiative is a performance-led media communications company that believes that all marketing should be performance-driven. Owned by the Interpublic Group, Initiative is part of media management group Mediabrands and a partner of Magna, IPG's centralized media negotiation entity.

Initiative employs more than 2500 talented professionals, working in 91 offices across 70 markets, worldwide. The company's comprehensive range of performance-led communications services include: research and insight, media planning and buying, digital communications solutions, content creation, and evaluation and accountability services.



IAB

Patrick Dolan

EVP and COO

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

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



LaCosmopolatina

Lizbeth Cardozo

Founder & CEO

Being a Latina in the US is fabulous, but it comes with its own set of challenges. Sure we rock the best of both worlds, but it's not always easy striking the right balance between traditional, church-going, family-oriented good girl life and sexy, independent working woman. We love Jimmy Choos and we love maduros. We love our mamis even when they nag in Spanish about our gringo boyfriends; and we rely on la Virgencita as much as we do on our iPhones. Sometimes, though, it's still hard battling stereotypes. For example, we are not all Mexican (there are like 20 other nationalities, people!) and we don't all break out into dance the minute we hear the sound of congas and an electronic keyboard (thanks, Dave Chapelle, for that one). And it's annoying being constantly referred to as "spicy" or "caliente". There are many non-food related adjectives I'd rather be described as. Overall, though, it's pretty fantastic being bicultural. LaCosmopolatina understands and celebrates that, challenges and all. That's why you'll always find everything you need to know this minute on LaCosmo to continue being your fabulous self.



Latin Grammys

Gabriel Abaroa

CEO & President

THE LATIN RECORDING ACADEMY

The Latin Grammy Awards recognizes artistic and/or technical achievement, not sales figures or chart positions, and the winners are determined by the votes of their peers-the qualified voting members of The Academy. The chief aim of the Latin Grammy Awards is to recognized excellence and create a greater public awareness of the cultural diversity and contributions of recording artists.

The Latin Grammy Awards are chosen through a four-stage process: entering, screening, nominating, and final voting. Presented by the Latin Recording Academy, the Grammy is the recording industry's most prestigious award.

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**Latin3**

Matias Perel

CEO

Our mission is to think, create, deliver and optimize digital experiences.

We seek to partner with US Hispanic and Latin American divisions of global corporations to enhance the digital experience of their customers. Our goal is to enable our clients to build and develop profitable digital experiences in the US Hispanic and the Latin American markets.



**LMEC**

Mario Baeza  
Carlos Manzano

Chairman  
Executive Director

The Latin Media and Entertainment Commission is an entity of the government of New York City. The LMEC was founded by Mayor Michael Bloomberg in October 2003, to help position New York as a major Latin-American media and entertainment center. The Commission advises the Mayor on business development and retention strategies for the Latin media and entertainment industry. The Commission is made up of leaders from the Latin and mainstream media industry, community leaders from the nonprofit and cultural sectors, and leading executives from the financial, advertising, publishing, new media, and real estate sectors.



**LatinVision Media**

Carlos Vassallo  
Daren McKelvey

CEO  
Director Business Development

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.



**Latism**

Ana Roca Castro

Founder

Latinos in Social Media (LATISM) is a 501(c) 4 nonprofit, nonpartisan organization dedicated to advancing the social, civic and economic status of the Latino community. With a network of over 140,000 members, LATISM is the largest organization for Latinos engaged in social media, including bloggers and professionals from every arena. LATISM also helps to raise awareness among corporate brands, NGOs and government entities about using social media to reach Latinos through research, event sponsorships, and leadership training. A pioneering social media organization, LATISM has been hailed as the most influential online movement in the new multicultural Web. Visit [www.conference.latism.org](http://www.conference.latism.org)



**Lima Consulting Group**

Paul Lima

CEO and Founder

Lima Consulting Group helps companies develop, deploy and measure their digital business strategies. Since 2004, we have built an online marketing framework that we consistently apply to help our clients achieve their online marketing objectives while accounting for the unique needs of their respective businesses.

Whether we are implementing a web analytics solution, a website, developing an online marketing strategy or an accounting system for your organization, Lima Consulting Group uses the four step methodology: Think – Tool – Do – assure & Adjust



**Macy's**

Maria Rios

Multicultural Marketing Manager

Macy's Inc., with corporate offices in Cincinnati and New York, is one of the nation's premier retailers, with fiscal 2010 sales of \$25 billion. The Macy's brand includes about 810 Macy's department stores and furniture galleries in 45 states, the District of Columbia, Guam and Puerto Rico, as well as *macys.com*.

The Bloomingdale's brand includes 41 department stores and home stores in 12 states, *bloomingdales.com*, and (as of April 2, 2011) four Bloomingdale's Outlet stores in three states. Bloomingdale's also operates in Dubai under a lease agreement with Al Tayer Group LLC. Macy's, Inc.'s diverse workforce includes approximately 166,000 employees.

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Prior to June 1, 2007, Macy's, Inc. was known as Federated Department Stores, Inc. The company's shares are traded under the symbol "M" on the New York Stock Exchange.



**MediaMath**

Marta Martinez

Chief Marketing Officer

**MediaMath** empowers the online marketing professional with technology and services that enable advertisers and their agencies to make efficient, effective and profitable marketing decisions across display, social, video and mobile formats. Our math-driven TerminalOne platform bring together digital media and data into a powerful and flexible solution that simplifies planning, execution, optimization and analysis of both direct response and branding campaigns. MediaMath has delivered results for customers that include every major international ad agency and holding company as well as top 5 retail, financial services, CPG, auto and travel advertisers. MediaMath is a privately held company headquartered in New York.



**Mintel**

Leylha Alhuile

SVP Multicultural

**Mintel** is an independent award-winning provider of world-leading market intelligence, delivering robust information, analysis and critical recommendations.

Mintel's trusted portfolio of proprietary industry solutions and products has been supporting high-profile clients in key sectors such as CPG, financial services, media, retail, leisure and education for over 38 years. With office locations in London, Chicago, New York, Shanghai, Tokyo and Sydney our global presence continues to grow.



**MV42 /MediaVest Multicultural**

Steven Wolfe Pereira

EVP & Managing Director

**MediaVest**, a division of Starcom MediaVest Group (SMG), is one of the leading, full-service media specialist companies offering brand-building results and business solutions for our marketing partners.

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group encompasses an integrated network of nearly 3,800 contact architects specializing in media management, internet + digital communications, response media, entertainment marketing, sports sponsorships, event marketing and multicultural media. A subsidiary of Paris-based Publicis Groupe (www.publicis.com), SMG's network of 110 offices in 68 countries fuels brand-building results for many of the world's leading companies.



**National Academy of TV, Arts and Sciences**

Jacqueline Gonzalez

Executive Director

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



**NBA**

Saskia Sorrosa

Sr Dir Multicultural MKtg

The **NBA**, founded in 1946, is a professional sports league and global business that features 30 teams in the United States and Canada. During the 2010-11 season, NBA games will reach 215 countries and territories in more than 40 languages. Official NBA rosters currently feature 86 players from 40 countries and territories. NBA merchandise is sold in more than 125,000 stores in 100 countries on six continents. NBA.com averages more than 26 million page views per day, with more than 50 percent of the site's visitors coming from outside of North America. The NBA is the No. 1 U.S. sports league on Facebook, Twitter, and YouTube, with the most fans, followers, and videos viewed on each, respectively. Through NBA Cares, the league, its teams and players have donated more than \$150 million to charity, completed more than 1.5 million hours of hands-on community service, and created more than 560 places where kids and families can live, learn, or play.

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**New York City Economic Development Corp** Seth Pinsky President

The New York City Economic Development Corporation strengthens the City, by fostering economic growth and developing programs that help businesses and entire business sectors achieve success. Their work helps create jobs and positions New York City for future growth while improving the quality of life. NYCEDC make the City stronger.



**People en Español** Monique Manso Publisher

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

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



**PRISA** Ignacio Polanco Chairman

PRISA DIGITAL is the new area designed to lead the digital transformation of PRISA, the leading media company in the production and distribution of news, entertainment and education in the Spanish and Portuguese speaking world. With a focus on multi-channel access, it has over 100 websites, visited by over 24 million users a month across different segments including Print, Radio, TV, Publishing and Online. PRISA is at the forefront of multi-device content distribution with an ambitious launch strategy offering products and services tailored to the consumption habits of users through smartphones, PDAs, game consoles, and other mobile devices.



**Republica** Jorge Plasencia Chairman & CEO

República is a cross-cultural agency specializing in advertising, branding, digital, social media, public relations, media buying, promotions and research. Our collaborative approach, results-driven framework and dedicated client base have helped us become one of the fastest-growing agencies in America. We're passionate. We're creative. We're a new brand of agency for a new general market.



**Terra Networks** Liz Sarachek Chief Revenue Officer

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.



**The Associated Press** Brian Hopman GM & Hispanics Mkts

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. On any given day, more than half the world's population sees news from the AP.

Founded in 1846, the AP today is one of the largest and most trusted sources of independent newsgathering. The AP considers itself to be the backbone of the world's information system, serving thousands of daily newspaper, radio, television, and online customers with coverage in text, photos, graphics, audio and video.

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Headquartered in New York, the AP's mission is to be the essential global news network, providing distinctive news services of the highest quality, reliability, and objectivity with reports that are accurate, balanced and informed. About 3,700 employees – two-thirds of them newsgatherers – work in more than 300 locations worldwide.



**The Baeza Group, LLC**

Mario Baeza

President

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

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



**The City of New York**

Rachel Sterne

Chief Digital Officer

This is the **Official New York City Website**. It provides the public with quick and easy access to information about New York City agencies, programs, services, forms, jobs and resources.



**The Wise Latina Club**

Viviana Hurtado

Founder & CEO

The Wise Latina Club is the alter ego of **Viviana Hurtado** who doesn't belong to any club except her own, and has **The Manifesto** that proves it. Lil' Sis is a college educated Latina professional in her late 30's and first time mom to Baby L. She writes **Bebé+Me**, posts that focus on the "teje maneje"–the in's and out's–and her reactions, to being a new mom.



**Thomson Reuters**

Adrian Dickson

Global Head News Products

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare, science and media markets, powered by the world's most trusted news organization. Thomson Reuters shares are listed on the Toronto Stock Exchange (TSX: TRI) and the New York Stock Exchange (NYSE: TRI).



**Univision**

Jessica Rodriguez  
Ruth Gaviria

SVP Univision Cable Networks  
SVP Corporate Marketing

Univision Communications Inc. (UCI) is the premier media company serving Hispanic America. Its assets include Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country reaching 97% of U.S. Hispanic households; TeleFutura Network, a general-interest Spanish-language broadcast television network reaching 86% of U.S. Hispanic households; Univision Cable Networks, including Galavisión, the country's leading Spanish-language cable network, and a suite of six cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson, Telehit and Clásico TV; Univision Studios, which produces and co-produces reality shows, dramatic series and other programming formats for the Company's platforms; Univision Local Media, which owns and/or operates 62 television stations and 70 radio stations in major U.S. Hispanic markets and Puerto Rico; Univision Interactive Media, a network of national and local online and mobile sites including **Univision.com**, which continues to be the #1 most-visited Spanish-language website among U.S. online Hispanics, Univision Móvil, a longstanding industry-leader with unique, relevant mobile products and services, and Univision Partner Group, a specialized advertising and publisher network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit [www.univision.net](http://www.univision.net).

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V-me Media

Carmen Di Rienzo

President & CEO

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

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

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

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



Wing

Alain Groenendaal

CEO

**Wing:** Top 20 agency in the US Hispanic market. Founded in 1979 / Reinvented in 2009 Offices: New York / Miami  
Clients: AKL International, Eli Lilly, Goya Foods, P&G USA (Downy, Pantene, Cover Girl, pharmaceuticals), P&G Latin America (Pantene), The Ad Council.

We have the feisty spirit of a creative shop and the scale and resources of a global network.

We're re-imagining what it means to be an agency in the Latino space. We are always trying new things, finding new avenues, and exploring unconventional ideas for our clients and brands where the US Hispanic market, the general market and Latin America intersect. We are part of Grey Global Group, a WPP company. And part of an even larger group as well.



Yahoo!

Armando Rodriguez

General Manager US Hispanics

**Yahoo!** is the premier digital media company. Founded in 1994 by Stanford PhD candidates David Filo and Jerry Yang as a way for them to keep track of their personal interests on the Internet, Yahoo! has grown into a company that helps people uncover the best of the Web, more easily discover what they are looking for, and perhaps find something they didn't expect.

Today, Yahoo! is a leading global brand that creates deeply personal digital experiences using technology, insights based on data, and intuition to bring together personally relevant content and experiences from across the Web. They give consumers across the globe simple, trusted ways to connect with the people, communities, topics, and trends that matter to them most.

The company focus is on creating a content, communications, and community platform that delivers rich consumer experiences and advertising solutions across all digital screens. They attract more than half a billion consumers every month in more than 30 languages — making Yahoo! one of the most visited and most trusted Internet destinations.

Yahoo! is headquartered in Sunnyvale, Calif., and has more than 13,000 employees in 25 countries, provinces, and territories.

## Conference Sites

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