

Third Annual Marketing to Latinos Sports Conference and Business Networking Event



Thursday, April 12, 2012
New York City

Companies Biographies

See full list of biographies below this summary

Name	Last Name	Title	Company
Chris	Russo	CEO	Big Lead Sports by FSV
Bill	Squadrom	Sports Chief	Bloomberg Sports
Ricardo	Terra Teixeira	CEO	Confederação Brasileira de Futebol (CBF)
Rick	Marroquin	Agent	Creative Artists Agency
Lino	Garcia	General Manager	ESPN Deportes
Laura	Gentile	Director	ESPN Women
Chuck	Blazer	EVP	FIFA
Vincent	Cordero	General Manager	FOX Deportes
Mary	Doherty	Sports & Event Marketing	Gatorade Pepsico
Lucien	Boyer	President & CEO, Havas Sports	Havas
Marcus	Jimenez	Partner / Principal	Huemanitas
David	Abrutyn	SVP	International Management Group (IMG)
Joe	Favorito	Writer and Founder	Joe Favorito
Carlos	Vassallo	CEO	LatinVision Media
Jorge	Perez Diaz	Head of Latin America	MLB
Russell	Findlay	Chief Marketing Officer	MLS
Steven	Wolf Pereyra	Managing Director	MV42
Saskia	Sorrosa	Senior Director US Hispanic Marketing	NBA
Alvaro	Saralegui	SVP	NFL
Joe	Elsmore	Director US Soccer Sports Marketing	NIKE
Mike	Hopper	VP Sports Marketing	NYC & Company
Mary	Wittenberg	CEO	NYC Road Runners and NYC Marathon
Matt	Neidl	Group Director Multicultural Marketing	Octagon
Juan	Delgado	Managing Director North America	Perform Group
Joe	Steranka	CEO	PGA
Chris	Lencheski	Founder & CEO	Phoenicia Sports & Entertainment
Greg	Via	Director Global Sports Mktg at Gillette	Procter & Gamble
Wendy	Hern	Director Marketing	Red Bull
Joseph	Schramm	Managing Partner	Schramm Marketing Group
Dario	Brignole	CEO	Shine Entertainment
Vicente	Navarro	Director Hispanic Marketing	Sports Endeavors Inc.
Emmanuel	Seuge	Head of Global Sports & Ent. Marketing	The Coca Cola Company
Peter	Vecsey	Sports Journalist	The New York Times
Terry	McDonell	Editor	Time Inc. Sports Group
David	Stemberg	CEO	Universal Sports an NBC Company
Alexander	Brown	EVP Sports	Univision
Lisa	Baird	Chief Marketing Officer	USOC
Stacey	Allaster	CEO	WTA
Armando	Rodriguez	General Market	Yahoo Sports

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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: [The Harvard Club of New York City](#)

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Chris Russo, CEO, [Big Lead Sports](#)

The Big Lead is an independent sports blog. In February of 2006, it was the brainchild of 29-year olds Jason McIntyre and David Lessa. We will post anywhere between 10-16 times on weekdays. Our team of talented bloggers include: Stephen Douglas (Cousins of Ron Mexico), Tim Ryan (The Sports Hernia), and Tyler Duffy. The Big Lead was acquired by Fantasy Sports Ventures, Inc. in June, 2010



Bill Squadron, Sports Chief, [Bloomberg Sports](#)

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



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.

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Marcus Jimenez, Partner / Principal, Huemanitas.com

Huemanitas 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.



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.

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.



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.

Russell Findlay, Chief Marketing Officer, Major League Soccer

Founded in 2002, Soccer United Marketing (SUM) is the preeminent 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 and the United States Soccer Federation; promotional and marketing rights to all Mexican National Team games played in the United States; the marketing and promotion of the CONCACAF Gold Cup™, the region's premier soccer tournament for national teams; and marketing, promotional and broadcast rights to the prestigious eight-team Mexican club qualifier tournament, InterLiga™.

SUM manages promotional and marketing rights in the United States for two world-renown sports teams, Club Deportivo Guadalajara (Chivas) of Mexico and FCBarcelona of Spain. In addition, SUM has created two innovative, international club competitions in SuperLiga, an annual tournament between MLS and Mexico's First Division, and the Pan-Pacific Championship, event that crowns the top club from the Pan-Pacific region

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Betti Ortega SVP, Mexicanal

MEXICANAL Network, a Mexico-based channel launched in 2005 by Cablecom and Castalia Communications, targets the Mexicans living and working in the United States, Canada and Mexico. Its lineup features a dynamic range of Spanish-language content encompassing news, culturally significant programs, sports and popular entertainment from public broadcasters, independent producers and local access stations throughout Mexico.

Cablecom and Castalia recognized the need for programming from numerous regions throughout Mexico because the majority of Mexicans living in the U.S. come from places other than Mexico City. Signing programming affiliations with broadcasters from different states, MEXICANAL Network is able to provide precisely that kind of programming.

Since its launch, MEXICANAL has been broadcast across the entire United States through the DIRECTV MÁS package (channel 412). Now, with the process of digitization, the options have multiplied. It is now broadcast on an open signal via the so-called "multicasting" platform in the cities of Las Vegas, Nevada (KTNV); San Antonio (WOAI), Dallas (K31GL), Harlingen (KGBT) and Corpus Christi (KUQI), Texas; Oklahoma City (KOHC); Tucson, Arizona (KGUN); Boise (KIVI-DT) and Twin Falls (KMVT-TV), Idaho; Wichita, Kansas (KCTU); Los Angeles (KBEH), San Diego (K5OLL) and Palm Springs (KMIR), California; and Yakima, Washington (KCJT). In addition, Comcast, the largest cable operator in the United States, has begun to distribute MEXICANAL's signal in such important markets as Chicago, Boston, Houston, San Francisco, Oakland and San José, California, Salt Lake City, Utah, Oregon, Portland and and the southern state of Washington, with plans to expand to other cities with a high number of residents of Mexican origin.



Saskia Sorrosa, Director of US Hispanic Marketing, NBA

The National Basketball Association (NBA) is a professional men's basketball league, composed of thirty teams in North America. It is an active member of USA Basketball (USAB) which is recognized by the International Basketball Federation as the National Governing Body (NGB) for basketball in the United States.

The league was founded in NYC on June 6, 1946 as the Basketball Association of America (BAA). The league adopted the name National Basketball Association in 1949 after merging with the rival National Basketball League (NBL). The league's several international as well as individual team offices are directed out of its head offices located in the Olympic Tower in New York City.



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).



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.

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Juan Delgado, Managing Director North America, [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.

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



Chris Lencheski, Founder & CEO, [Phoenicia Sport & Entertainment](#)

Based in New York City with offices in Bethlehem, PA; London, UK; and Toronto, CA; PhoeniciaSport&Entertainment™ (PSE) is a specialized sports and entertainment management, brand-strategist, activation-marketing and content company operating as four distinct companies under one umbrella: Phoenicia Consulting™, PhoeniciaActivation™, PhoeniciaSocial™ and PhoeniciaFinance™.

PhoeniciaSport&Entertainment™ senior management offers global expertise with well-documented successes in sport at significant senior levels with experience in the Olympics, Formula 1, IZOD INDYCAR, Le Mans, MLB, Sport/Entertainment Licensing, NHL, Susan G. Komen, and the NFL. With Brandweek award-winning experience in sales promotion and activation and case studies from Coca-Cola to NASCAR displaying our continued success for our client portfolio, PSE is proud to support multiple charities and philanthropic endeavors.



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.

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Liz Sarachek Blacker, Chief Revenue Officer, [Terra Network](#)

Terra 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.