

9th ANNUAL HISPANIC ADVERTISING AND MEDIA CONFERENCE

#Portada15

September 17, 2015, NYC



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HISPANIC SPORTS MARKETING FORUM

September 16,
2015, NYC

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PROGRAM HIGHLIGHTS

- C. 2015 Hispanic Advertising and Media Awards
- D. Agenda: Hispanic Sports Marketing Forum
- F. Agenda: 9th Annual Hispanic Advertising and Media Conference
- H. Their Story: 9th Annual Conference Speaker Bios
- M. Hispanic Sports Marketing Forum Speaker Bios
- O. 2015 Sponsors & Partners

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but does your advertising?

MaxPoint's hyperlocal digital advertising uses neighborhood-level insights to find responsive consumers across the nation. We provide advanced technology that returns measurable results and valuable insights that you can't get using cookies.

Reach new consumers *and* reach your multicultural marketing potential.



See you at Portada's 9th Annual
Hispanic Advertising and Media Conference.

New York City, September 17, 2015

WINNERS
will be announced on
Sept. 17th at Portada's
Award Ceremony!!



HISPANIC ADVERTISING & MEDIA AWARDS

2015

2015 Hispanic Advertising and Media Award Finalists!

TOP MARKETER FOR HISPANIC AUDIENCES

- DishLATINO
- Fabian Castro / Universal Pictures
- Target

TOP 2015 SPORTS MARKETING CAMPAIGN

- Coca-Cola/Estadio de Todos
- DishLATINO
- ESPN Deportes

TOP HISPANIC ADVERTISING CAMPAIGN

- DishLATINO
- FURIOUS 7 / Universal Pictures
- Soccer.com/AC&M Group

TOP CONTENT PROVIDER FOR HISPANIC AUDIENCES

- Festival People en Español
- Batanga Media
- El Clasificado

TOP HISPANIC DIGITAL ADVERTISING CAMPAIGN PLAN AND EXECUTION

- Corona Extra/Horizon Media
- Coca-Cola and Social@Ogilvy
- Honda Fit

TOP INTEGRATED HISPANIC MARKETING CAMPAIGN

- DishLATINO
- Ford Motor Company / Azteca America
- McDonald's / d expósito & Partners

TOP MOBILE MARKETING CAMPAIGN

- AT&T Mobility
- Heineken's UEFA Champion The Match
- Home Depot/Briabe

TOP MEDIA PROFESSIONAL OF THE YEAR

- Juan Carlos "JC" Balarezo, Media Director, EPMG
- Gloria Constanza, Partner & Chief Contact Strategist, d expósito & Partners
- Elizabeth Barrutia, President & CEO, BARU Advertising

Portada's Hispanic Advertising and Media Awards reward excellency and professionalism in marketing campaigns, media properties and marketing and media professionals.

SEPT. **16**

NOTE: The Hispanic Sports Marketing Forum can be attended independently or in combination with Portada's 9th Annual Hispanic Advertising and Media Conference.

To register go to: <https://www.portada-online.com/events/hispanic-forum/> or call 1-800-397-5322

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
1:15 PM	REGISTRATION		
1:40 PM	SETTING THE STAGE	WELCOME & INTRODUCTION: <ul style="list-style-type: none"> • Ali T. Curi, President, HPNG (Event MC) • Marcos Baer, Publisher, Portada 	<ul style="list-style-type: none"> • Why attending #Portada15, starting with the Sports Marketing Forum, is essential for any marketer who wants to succeed in Multicultural America.
1:45 PM	THE DRIVERS OF THE MULTICULTURAL SPORTS MEDIA LANDSCAPE <i>The main sports events over the next 4 years and how your brand should take advantage of them.</i>	MODERATOR: <ul style="list-style-type: none"> • Brian Cristiano, CEO, Bold Worldwide PANELISTS: <ul style="list-style-type: none"> • Pattie Falch, Director Sponsorships & Events, Heineken USA • Russell Sargeant, Director, NBC Sports & Telemundo Global Sports Sales • Jimmy McIntyre, Director of Consumer Marketing at Sports Endeavors, Soccer.com 	<ul style="list-style-type: none"> • Marketers are keen to engage multicultural audiences with sports Content, but the sports media landscape can be complex to analyze. Key Insiders will provide insights about their experiences with different properties and their demos.
2:30 PM	AMAZING ACTIVATIONS <i>How best-in-class Marketing Campaigns engage the Sports Crazy Hispanic Consumer.</i>	MODERATOR: <ul style="list-style-type: none"> • TBD PANELISTS: <ul style="list-style-type: none"> • Christian Borjon, Director Hispanic Sales & Marketing, Samsung • Jennifer McBride Castro, Senior Brand Manager, Dish • Mariela Ure, SVP, Hispanic Segment Strategy, Wells Fargo 	<ul style="list-style-type: none"> • When it comes to engaging the Sports Crazy Hispanic, activation planning and details are key. Find out from three major brands how they plan and execute Hispanic Sports Marketing Campaigns. All you need to know. From Planning to the POS and from Influencer Marketing to Integrations.
3:15 PM	CASE STUDY: LOS FANATICOS DEL FRIO <i>An interactive site for soccer fans and its substantial off-line integrations.</i>	PRESENTER: <ul style="list-style-type: none"> • Gustavo Aguirre, Associate Brand Manager, Coors Light, MillerCoors 	<ul style="list-style-type: none"> • Coors Light's Fanaticos del Frio revolutionized the way U.S. fans experience the Mexican Soccer League through an in depth and interactive online soccer experience. A presentation by one of the main architects of this interactive content marketing effort and its off-line Integration.
3:50 PM	COFFEE BREAK		

2015 Hispanic Sports Marketing Forum Agenda

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
4:30 PM	THE TRENDSETTING MULTICULTURAL SPORTS CONSUMER	MODERATOR: • Kyle Harris , EVP, Mundial Sports Network PANELISTS: • Gustavo Guerra , Brand Director, Tecate & Tecate Light • Crystal Hudson , Principal Officer, Sports & Affinity Marketing, Amtrak • Jaime Cardenas , CEO and Founder, AC&M Group	• Soccer, Baseball, Hockey, Racing, Football or Boxing which sports are liked the most and by what demo? • Sports-Next: Wearables, Apps and Games. Health and Entertainment Trends for the Multicultural Consumer.
5:15 PM	SPORTS SOCIAL MEDIA MARKETING <i>Trends and outlook for the evolution of different social media platforms. An evaluation for influencers and brands.</i>	A CONVERSATION BETWEEN TWO EXPERTS: • Ignacio Cassinelli , Co-Founder, Blogsi in conversation with • Muhammad AL-Kahlout , Social Media Manager, 365 Inc.	• Social media platforms have changed tremendously since they emerged less than a decade ago. Find out from a major sports influencer and a top sports brand which social media platforms you should use and how.
6:00 PM	ADJOURNMENT		



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If you are a Publisher, Agency or Advertiser, contact us:

- Alejandro Ortega: a.ortega@zoomin.tv (International Sales Director);
- Martín Frontini: m.frontini@zoomin.tv (Managing Director LatAm & US Hispanics).

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* Source: comScore, excluding music & gaming.

** Source: comScore February 2015 Top 100 Video Properties.

9th ANNUAL HISPANIC ADVERTISING AND MEDIA CONFERENCE

2015 Hispanic Advertising and Media Conference Agenda

Morning
SEPT. 17

NOTE: The Hispanic Advertising and Media Conference can be attended independently or in combination with Portada's Hispanic Sports Marketing Forum. **To register go to:** <https://www.portada-online.com/events/hispanic-conference/register/> or call 1-800-397-5322

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
8:00 AM	REGISTRATION		
8:15 AM	BREAKFAST		
9:00 AM	THE UNENDING QUEST <i>The latest on how national brands should reach out to local multicultural audiences.</i>	MODERATOR: Ana Crandell , Group Account Director, OMD Multicultural PANELISTS: <ul style="list-style-type: none"> • Trisha Ranes, Senior Marketing Manager-Latino, H&R Block • Laura Fernandez, Head of Sales East Region, MaxPoint • Third panelist tbd 	<ul style="list-style-type: none"> • How multicultural marketers are using hyperlocal digital advertising and measuring success • Complementing digital campaigns with off-line media • Overall consumer response when doing Hispanic campaigns • "MobileCultural"
9:50 AM	ZEROING IN ON THE HISPANIC MILLENNIAL <i>Fresh insights any marketer who wants to be successful in Multicultural America needs to know.</i>	PRESENTER: Susan Nuñez , VP Advertiser Services, GfK MRI	<ul style="list-style-type: none"> • The latest data points and research on this crucial demo. • Media consumption patterns • Commonalities and differences compared to other groups and the Anglo-Saxon Millennial • 5 Key Themes to consider for 2016 planning
10:10 AM	ENGAGING THE LATINA MILLENNIAL <i>Wake-up call for marketers! If you don't engage the Latina Millennial your brand most likely will not make it.</i>	MODERATOR: Susan Nuñez , VP Advertiser Services, GfK MRI PANELISTS: <ul style="list-style-type: none"> • Yussef Kuri, US Hispanic Marketing Manager, The Hershey Co. • Natalia Borges, VP of Marketing, Batanga Media • Priscila Stanton, Marketing Manager, Nestlé USA 	<ul style="list-style-type: none"> • Recommendations from major CPG brand marketers and a media executive about how to engage this all-important target
10:50 AM	MORNING BREAK		Enjoy coffee and beverages while you talk to clients and prospects
11:30 AM	GOOOLAAAZO: Total Market or Hispanic Market? Who cares, only Goolaaazos matter. <i>Hispanic Marketing and Media: Past, Present and Future as experienced and expected by Soccer Celebrity Star Fernando Fiore.</i>	FIRESIDE CHAT: Fernando Fiore , Soccer Broadcasting Celebrity, in conversation with tbd	<ul style="list-style-type: none"> • Hispanic Marketing and Media: Past, Present and Future as experienced and expected by Soccer Celebrity Star Fernando Fiore

Afternoon
SEPT. 17

2015 Hispanic Advertising and Media Conference Agenda

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
12:20 PM	SOCIAL MARKETING <i>Social Marketing/Advertising is becoming a key element of Multicultural Marketing and Communications</i>	MODERATOR: • Maria Fernanda Ordoñez , SVP Media Director, Identity PANELISTS: • Ivonne Kinser , Head of Digital Media Strategy, Avocados from Mexico • César Tavera , Online Marketing Manager, Rosetta Stone • Javier Chanfreau , CEO, Medula • Natalie Boden , Founder & CEO, BodenPR	• Insights and best practices on how best to Harness the Power of Social Media and turn it into high ROI Campaigns • The role of Native Advertising and Content Marketing Programs • Lead Generation Strategies and more!
1:15 PM	LUNCH		
2:45 PM	RETAIL MARKETING <i>Perspectives and Plans for 2016</i>	MODERATOR: TBD PANELISTS: • Jason Riveiro , Manager, Multicultural Brand Marketing, Big Lots • Kymber Umaña , Hispanic Marketing Manager, Sprint • Stephen Paez , VP Director Multicultural, Sparks SMG	• How major retail marketers are planning to lure Hispanic customers in 2016 and beyond. • Digital Menu Boards, Mobile Apps, Loyalty Programs, Mobile Ordering. • It's all about improving the customer experience.
3:30 PM	TOTAL VIDEO <i>Hispanics vastly over-index in online video consumption. What marketers need to do to really seize this tremendous opportunity.</i>	MODERATOR: Michael Tribolet , CEO, YipTV PANELISTS: • Oscar Padilla , SVP Marketing, Digital Media & Insights, Luminar • Dave Marsey , EVP, Managing Director of DigitasLBI • Manny Gonzalez , Senior Director, Multicultural, Moët Hennessy USA	• Case Studies for recent Campaigns • Using OTT and Multiplatform most effectively • How Platform Agnostic Planning really works • Mobile Video • Brand Safety
4:30 PM	#Portada15 Awards <i>Award Ceremony</i>		Portada Editorial Board Members will announce and greet the Award Winners in 8 different Categories!
5:15 PM	ROOFTOP TERRACE PARTY Presented by 		Join Conference attendees and speakers and have drinks and food while you enjoy views of the New York City skyline.





Natalie Boden

Managing Director and Founder, BodenPR

Natalie Boden is Managing Director and Founder of BodenPR. Named PRWeek's Top 40 under 40 "Heavy Hitters" in PR in 2014, Natalie has led the company to win the Target, McDonald's, and Delta Dental accounts, among others, culminating last year in several industry accolades including PRWeek's "Best Multicultural Campaign of the Year." Natalie is a strong advocate for the empowerment of women and girls, and is a part of Count Me In For Women's Economic Independence as well as the Latina Advisory Board of Girls Inc.



Natalia Borges

Vice President of Marketing, Batanga Media

As Vice President of Marketing at Batanga Media, Borges leads all marketing and communication efforts for the company, in addition to all sales planning and brand strategy efforts for Batanga Media's properties, Batanga.com and iMujer.com. While at Batanga Media, Borges has been responsible for developing hundreds of digital strategies and solutions for Fortune 1000 advertisers seeking to engage Hispanic audiences online. With over sixteen years of advertising and marketing experience, Borges began her career working to develop several award-winning branding campaigns while at industry leading agencies Crispin Porter + Bogusky (CP+B) and Zubi Advertising.



Javier Chanfreau

CEO, Medula

Javier, current CEO of Medula, was previously the VP of Sales for the US Hispanic and Latin America markets for all Medula's products. He is based in Miami and before joining Medula, Chanfreau held different executive positions in known companies such as: Regional Sales Manager at Grupo Clarin, Country Manager at Ybrant and South America Sales Manager at Microsoft Advertising/Ybrant. Javier has a Bachelors Degree from Universidad Catolica in Argentina and a Masters Degree in Higher Management from ESADE, Spain.



Ana Crandell

Group Account Director, OMD Multicultural

Ana Crandell is the Group Account Director for OMD Multicultural, overseeing the Chicago and Miami multicultural teams. She brings over 20 years of experience working in the multicultural space, with an emphasis in the U.S. Hispanic market. She has experience working on a multitude of clients across several different categories, from retail to financial services, to QSR. As the Midwest Regional Lead for OMD Multicultural, Ana has increased the region's multicultural acumen by infusing a 'Total Market' approach into the overall practice, as well as contributed in further developing the multicultural sharp edge by co-authoring proprietary studies such as "#miComunidad", as well as, "Affirm This: The Era of Affirmation and its Impact Among Hispanics".



Ali T. Curi

President, Hispanic Professionals Networking Group (HPNG)

Ali Curi is the founder and president of the Hispanic Professionals Networking Group (HPNG), a networking and conference organization serving Latino business leaders, corporate professionals and entrepreneurs in New York, Miami and Chicago. Mr. Curi's background is in marketing and conference producing. He's worked for Philip Morris USA, Thomson DBM, Strategic Research Institute, The Alzheimer's Foundation and the Interactive Advertising Bureau (IAB). Mr. Curi is a native of Texas and resides in New York City.



Laura Fernandes

Head of Sales, East Region, MaxPoint

Laura Fernandes has over 14 years of multimedia sales experience representing top radio stations, magazines, digital publishers, and technology providers to multicultural agencies across the country. As MaxPoint's head of sales, east region, Laura leads her team in solving their clients' diverse, daily marketing challenges by leveraging MaxPoint's proprietary business intelligence platform. For Laura, success means more than providing an outlet to enable media teams to plan and execute, it means being a resource from strategy development all the way to closing the loop by turning campaign results into insights.



EVOLVE MEDIA

Reaching over 10 million monthly Hispanic readers through our Spanish and English language portfolios, Evolve Media delivers culturally relevant content across Hispanics' passion points in both our male and female verticals.

Exclusive Hispanic Properties and Partnerships:

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WE TURN RESEARCH INTO SMART BUSINESS DECISIONS

GfK makes research matter by delivering the future. In a digitized world, we are the trusted source of relevant market and consumer information that empowers our clients to create winning strategies to enrich consumers' lives.



Fernando Fiore

Soccer Broadcast Celebrity

Fernando Fiore "El Presidente" is the most recognizable face in the Spanish-speaking sports world. The 3-time Emmy Award winning sportscaster has a diverse and distinguished television career spanning over 20 years, during which he established himself as the #1 soccer personality for U.S. Hispanics. Argentinean-born Fiore arrived in the states in 1980, and got his big break working as a reporter for Telemundo. He then moved on to host various television programs for Univisión, including Lente Loco, Hola America, Titulares Deportivos, and Fuera de Serie with Sofia Vergara. Then, of course, came Republica Deportiva: the two-hour Spanish-language sports show that made "Fernando Fiore" a household name. Fernando spent 15 years leading the helm at Republica Deportiva, traveling the world to cover seven FIFA World Cups, the finals of the "Copa Libertadores", various championship boxing matches, and much, much more. The high-energy, charismatic sports journalist was integral in the launch of Univision Deportes, has been a spokesperson for brands such as Coca-Cola, Makita, AT&T, and H.E.B., and he is author of the acclaimed book ¡Vamos a Mundial!!. Fernando Fiore's versatility, humor, and knowledge of sports and the Hispanic community make him a one-of-a-kind celebrity. Fiore not only understands sports and Hispanics, but he lives and breathes what it means to love soccer.



Manny Gonzalez

Senior Director, Multicultural, Moët Hennessy USA

Manny is a successful marketing professional and a noted expert in multicultural marketing. Manny is currently with Moët Hennessy USA, where he serves as Senior Director-Multicultural. Prior to this position, he served as Director-Multicultural for the company's flagship brand, Hennessy. Manny previously served as VP of the Hispanic division of Hill Holliday. Prior to Hill Holliday, Manny was Managing Consultant with Zyman Group. Manny also worked at Diageo North America where he managed both general market and multicultural marketing for Johnnie Walker. Manny has also served as brand manager for Miller Genuine Draft.



Ivonne Kinser

**Head of Digital Media Strategy,
Avocados from Mexico**

Ivonne Kinser joined Avocados from Mexico in 2014 as the head of digital media and strategy. At AFM she oversees the strategy on all things digital keeping the company on the cutting edge of the Web across the organization's four business segments: Hispanic market, general market, retail and food service. Within the last year, the Avocados from Mexico's digital work has been recognized by different organizations and media. The multiple accolades include #2 second-screen Super Bowl champion, most engaging Cinco de Mayo brands on Facebook, and a Silver Communicator Award for AvocadosfromMexico.com Copy Writing.



Yussef Kuri

US Hispanic Marketing Manager, The Hershey Co.

Yussef is in charge of developing marketing strategy to drive growth within the US Hispanic market. Part of his responsibilities involve consumer insights identification, advertising development, consumer promotions and in-store activation. Yussef is based in Hershey, PA. where the company's headquarters are located. He has been a part of The Hershey Company for more than six years, occupying Brand Manager roles in Mexico before relocating to the US, more than two years ago, to manage the US Hispanic business.



Dave Marsey

EVP, Managing Director, DigitasLBi

A digital marketing pioneer creating breakthrough work, mentoring and growing people, learning every day, and maintaining a sense of humor. Dave is a true thinker and doer, fostering flawless execution of the best ideas. Recognized thought leader through editorial contributions, opinion pieces, and panels; sanctioned spokesperson; and media-trained leader. Currently leading all aspects of DigitasLBi's San Francisco office; accountable for office P&L, business development, client relationship management, and office vision.



Susan Nuñez

VP/Advertiser Sales, GfK MRI

Susan Nuñez (Sue), is a member of the GfK MRI team since 2004, holding a leading role working directly with Advertiser clients across many industries. She provides solutions that help extend the value of GfK MRI data and their consumer insights business. Sue is also GfK MRI's Multicultural expert. Sue has over 20 years of client, agency and supplier side experience in media, marketing and research, Sue has worked in the media departments at some of the largest advertising agencies worldwide on multi-national client accounts and on the client side, in-house at Johnson & Johnson U.S., working directly for their Worldwide Advertising Group.



Maria Fernanda Ordoñez

SVP Media Director, Identity

Maria Fernanda is a senior Media and Marketing professional. Though her career, she has lead media planning and buying teams at top agencies like Redfuse, Siboney and Tapestry. Currently she leads Strategic Planning and New Business at Identity. She brings strategic and innovative thinking to Media, with a deep knowledge of consumer research and analytics. She enjoys working closely with the creative and account teams to leverage media planning strategies and media buys, resulting in non-precedent brand integrations across channels. She has developed content generation and social media strategies for multiple clients.



Oscar Padilla

SVP Marketing, Digital Media & Insights, Pulpo Media

As Senior Vice President of Marketing, Oscar leads all aspects of marketing for Pulpo, Entravision's fast growing digital media business unit. He is responsible for advancing Pulpo's integrated marketing programs, including product development, digital media, earned media, and customer acquisition programs. As a founding member of Luminar, Oscar continues to drive client strategic initiatives that require statistical consumer understanding in order to deliver insight-driven growth strategies. Oscar is an active evangelist communicating the value of digital media and analytics.



Priscila Stanton

Marketing Manager, Nestlé USA

Priscila Stanton has 9 years of experience in Consumer Brand Marketing at Nestlé USA — managing global brands, developing strong consumer insights, leading strategic brand direction, and creating impactful digital and traditional marketing campaigns for world-wide Nestlé brands — La Lechera and NIDO (current assignment), Maggi, Abuelita, and Wonka. She is an innovative thinker who has created winning concepts and product lines for new and existing brands. Priscila is a strong leader, and has big picture perspective drawing from prior work experience — including Investment Banking (on Wall Street) and Strategy Consulting.



Stephen Paez

VP, Director Multicultural, Spark SMG

Stephen's hard work in leading a dedicated Spark multicultural practice over the last 18 months has not only helped Spark create a competitive advantage for the agency, but his participation in new business has helped in Spark's exponential growth. Beyond new business practice, Stephen has helped drive organic growth on several existing multicultural accounts, helping grow overall Spark multicultural revenue by almost 20%. Internally, Stephen is a full team integrator who works seamlessly and smoothly with other key disciplines to ensure all ideas/activations are put together with a total market approach. Previously, Stephen led OMD Latino's Chicago office and their multicultural practice. In 2008, Stephen was recognized as a Media Planning and Buying Star by the Association of Hispanic Advertising Agencies.



César Taveras

Online Marketing Manager, Rosetta Stone

César Taveras is a digital marketing professional with experience in developing and implementing multicultural campaigns. His latest achievements in Rosetta Stone include a 54% growth in revenue in line with a return on investment of 3.4%. His passion is to contribute to education programs that emphasize human values and positively build the character of the people. Their vision is to build a new era where Latinos are no longer seen as an unfortunate group and be recognized for its integrity, love and passion to positively contribute to society.



Michael Tribolet

CEO, YipTV

Michael Tribolet, Chairman, Co-founder and CEO has nearly 25 years of experience building privately and publicly owned companies with cross-border operations. Before YipTV, he served as CEO and managing director of ACN Europe. Prior to ACN, Tribolet was President at Vonage America, where he grew the company to 2.6 million paying customers with revenue increasing from \$2 million to \$900 million in less than five years. Prior to Vonage, Tribolet was vice president of operations at Dialpad Communications, which was acquired by Yahoo! Before Dialpad, he was chairman and president of Data Products International, where he oversaw the global build-out of Internet telephony services.



Trisha Ranes

Senior Marketing Manager-Latino, H&R Block

Trisha Ranes joined H&R Block in 2006 as a member of the media group, and became Senior Manager of Latino Marketing in 2010. She is responsible for Latino marketing efforts, including strategy and implementation, national partnership relations, and internal collaboration. Prior to joining H&R Block, Trisha spent seven years at Bernstein-Rein Advertising in Kansas City working on various account industries, including financial and insurance services. Trisha has a Bachelor of Arts in Business Administration from Park University in Kansas City.



Kymber Umaña

Hispanic Marketing Manager, Sprint

Kymber Umaña is Sprint's Hispanic Marketing Manager. She focuses on marketing strategy for Sprint's national and targeted Hispanic campaigns as well as Public relations. She is based in Overland Park at Sprint's Operational headquarters and has been with the company since 1994. Kymber graduated from Knox College with a degree in International Relations. She started her professional career in Costa Rica working in education at both the High School and University levels and transitioned to the corporate environment at United Airlines with a focus on training. Kymber is fluent in English and Spanish.



Jason Riveiro

Manager, Multicultural Brand Marketing, Big Lots

Jason Riveiro leads Multicultural Brand Marketing for Big Lots Stores, Inc. where he oversees strategy and is responsible for developing all multicultural marketing mix elements including broadcast, public relations, digital and social. Previously, Jason started The Sherwin-William Company's multicultural marketing department serving more than 4,000 stores across the U.S., Canada and Puerto Rico. Jason is currently completing his MBA from Xavier University and holds a bachelor's degree in International Business Administration from the University of St. Thomas.





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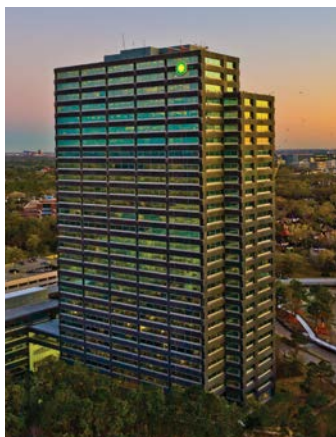
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Gustavo Aguirre

Associate Brand Manager Coors Light, MillerCoors

Executive with 13+ years of experience fueling revenues and market visibility by spearheading brand development efforts in the CPG, entertainment and IT industries in the US and Latin America. Gustavo began his career in beer working with different Ad agencies, starting with the launch of Bud Light Lime and executing Tecate futbol initiatives around the US. Most recently, Gustavo has been the Associate Brand Manager at Coors Light Multicultural leading all the sport initiatives for Hispanics. Gustavo received his BA in Business from CESA and his MBA from Kellogg.



Muhammad AL-Kahlout

Social Media Manager, 365 Inc.

Muhammad AL-Kahlout eats, sleeps, and tweets. He is the Social Media Manager for WorldSoccerShop.com and currently lives in Birmingham, AL. A graduate of the University of Alabama at Birmingham, Muhammad enjoys being able to combine his love of soccer (both as a fan & a player) with his passion for social media.



Jaime Cardenas

CEO & Founder, AC&M Group

Jaime Cardenas is the CEO and founder of AC&M Group, a leading U.S. multicultural marketing firm focused on Hispanics, soccer, social media and public relations. Jaime received a degree in mechanical engineering from ITESM in Mexico and graduated from the MBA program at Wake Forest University. AC&M got its start at Wake Forest in Jaime's MBA entrepreneurship class. Since its founding in 2004, Jaime has led AC&M to become a leader in Hispanic marketing nationwide. He and his team have created and implemented successful strategies and campaigns for companies like American Airlines, Sherwin-Williams, Stanley-Black & Decker, Family Dollar, Fox Sports, National Gypsum and Soccer.com among others.



Ignacio Cassinelli

Co-Founder, Blogsi

Ignacio created Todo Sobre Camisetas at the age of 18, becoming an influencer on his own before building a career in sports marketing. His blog, TSC, has grown to reach 1 million visitors and engage hundreds of thousands of fans a month with an editorial team that spans across Colombia, Mexico, Spain, Argentina and the US. He believes there is no better way to understand digital marketing than to create your own successful online community. He now uses his experience to help brands navigate the digital space and create great online campaigns as a Director of Social Influence & Digital Strategy at Blogsi. During his career he's worked with brands such as Fox Deportes, beIN SPORTS, NBC, Soccer.com, Big Lots, EA Sports, AT&T and New Balance.



Brian Cristiano

CEO, Bold Worldwide

Brian Cristiano is the founder and CEO of BOLD Worldwide, a Manhattan-based advertising agency specializing in sports and passion brands. In an increasingly complex media environment, Brian is passionate about helping companies grow their brand and bottom-line through persuasive storytelling and the right media mix. Brian has led BOLD's results-focused work with clients including Tropicana, International Champions Cup, Gillette, BodyGlide, Ray-Ban, NASCAR, the New York Mets, and Polar Electro. Brian is an industry thought leader and has been featured on Fox Business News and CBS Sports, and in the Wall Street Journal, Marketing Daily, and eMarketer.



Pattie Falch

Director, Sponsorships & Events, Heineken USA

Pattie Falch is the Director of Sponsorships and Events for Heineken USA. Throughout her tenure with Heineken USA Pattie has had the opportunity to ideate, create and execute both legendary owned events and sponsorships. Some key successes in her time include the creation of Heineken House, the brand's proprietary on-site event activation platform, leading Heineken's newest deal as a sponsor of Major League Soccer. She continues to create new and exciting programming around the brand's longstanding relationship with the US Open and further deepening the brands roots in the music industry through key event activations at ULTRA and Coachella.



Gustavo Guerra

Brand Director, Tecate and Tecate Light

Gustavo Guerra currently serves as brand director for Tecate and Tecate Light, Indio and Bohemia, part of the HEINEKEN USA portfolio of Mexican brands. A key executive at HUSA, Guerra is responsible for strategic planning, creative content, sponsorships and below the line activities for Tecate and Tecate Light in the USA. He also plays a key role in building a strong partnership with the commercial team, the distributors and the brand team at Heineken Mexico. Guerra joined HEINEKEN USA after two successful years as the marketing and commercial director of Club Deportivo Guadalajara S.A. de C.V., the most popular and important soccer club in Mexico.



Kyle Harris

Executive Vice President, Mundial Sports Network

Kyle Harris is Executive Vice President of The Mundial Group which publishes and operates Futbol Mundial and Beisbol Mundial. He began his career in sports marketing having founding Sports Directions, which created custom print products for surfing and College Football Bowl games. Kyle has sold F-18s for the US Navy, ran global marketing for the NYMEX crude oil contract, has been COO of a retail analytics company and most recently headed a company creating patented psychographic profiling software for the ecommerce industry. He is responsible for strategic partnerships and business development at Mundial.





Crystal Hudson

Principal Officer, Sports & Affinity Marketing, Amtrak

Crystal Hudson currently oversees all national sports and affinity advertising efforts for Amtrak, where she designs and implements strategic partnerships and marketing campaigns with sports properties as well as multi-platform campaigns that target the Hispanic/Latino, African-American, LGBT and Millennial segments. As a marketer with experience in sports, entertainment, event and multicultural marketing, Crystal has worked with national recording artists and award-winning actors, major movie studios, leading community organizations and properties across all major professional sports leagues, to launch initiatives that have generated revenue and brand equity for industry-leading organizations.



Jennifer McBride-Castro

Senior Brand Manager, Dish Network

Jennifer McBride-Castro is a Senior Manager at Dish Network, where she is primarily responsible for driving customer retention and engagement for the DishLATINO business. DishLATINO is the current market leader within the Spanish Pay TV tier and has consistently invested in the US Hispanic market since 2009. Prior to joining DISH, Jennifer held positions at A&E Latin America and The Vidal Partnership advertising agency.



Jimmy McIntyre

Director of Marketing, Sports Endeavors, Inc.

As Director of Marketing for Sports Endeavors, Jimmy leads the marketing and branding strategy for SOCCER.COM. He oversees customer acquisition and retention and all campaign development and execution through digital, print and media channels. SOCCER.COM is the leading soccer specialty retailer in the US, selling world class soccer footwear, equipment and uniforms to both consumers and teams. In addition to his current role, Jimmy has over 20 years of experience with SEI in database marketing, sales planning and forecasting and loyalty marketing and retention.



Russel Sargeant

Director, NBC Sports & Telemundo Global Sports Sales, NBC Universal

Russell has dedicated over 18 years of his career to the growth of soccer in the United States. Through leadership roles with adidas America, the San Jose Earthquakes, Major League Soccer / Soccer United Marketing, Football Federation Australia, and now NBC Sports / NBC Deportes, Russell has been directly involved with the transformational growth of the sport over the past two decades. As someone who has "lived the sport" his entire life, Russell provides an inside perspective on the business of soccer on and off the field.



Mariela Ure

SVP, Hispanic Segment Strategy, Wells Fargo

Mariela Ure is Senior Vice President and Hispanic Segment Strategy Lead for Enterprise Marketing at Wells Fargo. She is responsible for leading the company's efforts in delivering products and services that meet the needs of the rapidly growing Hispanic market. Mariela oversees segment-specific strategies, the development of business and marketing plans, and defines the company's priorities to maximize service to Hispanic communities nationwide. A 15-year financial services and marketing veteran, Mariela previously worked with Bank of America's Enterprise Marketing Group, Walt Disney Parks & Resorts and Red Latino, a Hispanic direct marketing agency.

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Blogsi is an agency for the new digital world, founded by social and digitally savvy marketers with experience in creating and developing their own online communities. We specialize in helping our clients, both brands and fellow agencies, in connecting with online audiences by creating impactful online content and engagement strategies, managing social communities, building websites and apps, running viral contests, and tapping into the power of online influencers.



Mundial Sports Network is the leading online sports network for serving the Hispanic market. Our award winning, marketing leading digital properties are ranked #1 with 10MM+ multi-platform monthly uniques (comScore) via mobile & desktop offering the greatest reach into the Hispanic market: 3 owned and operated sites: Futbol Mundial for soccer (www.futbolmundial.com), Beisbol Mundial for baseball (www.beisbolmundial.com), Boxeo Mundial for boxing (www.boxeomundial.com). Network of 300+ affiliated Hispanic sports sites. Original, short form video pro-gramming including "Toque Final" for soccer highlights.

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NASCAR is the sanctioning body for the No. 1 form of motorsports in the United States. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR XFINITY Series, and NASCAR Camping World Truck Series), four regional series, one local grassroots series and three international series. The International Motor Sports Association (IMSA) governs the TUDOR United SportsCar Championship, the premier U.S. sports car series. Based in Daytona Beach, Fla., with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe.

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BodenPR is a national U.S. Hispanic PR & Social Media agency. The company's client roster includes McDonald's, Target, PepsiCo, Delta Dental, and Jarden Consumer Solutions, among others. BodenPR is a strong advocate of the advancement of women and girls. The company is a member of the Latina Advisory Board for Girls Inc., the preeminent advocate for the empowerment of girls and women in the U.S. and is also a part of Count Me In for Women's Economic Independence. BodenPR is proud to give a portion of the company's profits to organizations that advance and protect the lives of at risk girls. Please visit www.bodenpr.com for more information.





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MaxPoint provides a leading business intelligence and digital marketing solution that enables national brands to drive local, in-store sales. The company's proprietary Digital Zip® technology and the MaxPoint Intelligence Platform predict the most likely local buyers of a specific product at a particular retail location and then execute cross-channel digital marketing campaigns to reach these buyers. MaxPoint has worked with each of the top 20 leading national advertisers and each of the top 10 advertising agencies in the United States as ranked by Advertising Age. For more information, visit www.maxpoint.com and follow MaxPoint on Twitter @maxpoint_int.

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Evolve Media is a publisher of leading enthusiast lifestyle destinations for men and women. Leveraging proprietary advertising and publishing technologies, as well as hundreds of talented content professionals, Evolve Media offers premium and engaging content to its readers, while offering marketers the tools needed to execute custom, content-led marketing solutions that reach its audience of over 95 million people globally each month. Through its Spanish and English language portfolios, Evolve Media reaches over 10 million monthly Hispanic readers and delivers culturally relevant content across Hispanics' passion points in both our male and female verticals.

MEDULA

Medula - Connect the Hispanic Audience with advertising based on a premium publisher environments. Medula is a media company 100% owned and operated the largest editorial houses in Latin America, offering a multi platform service that delivers specific results according to different clients' needs. It has also become a top rep company for premium worldwide publishers that need to expand their business either in Latam or US region such as Microsoft Advertising for the Central America and Venezuelan markets.

AN ENTRAVISION COMPANY

Pulpo is the premier source of Hispanic inventory across all acculturation levels throughout the digital landscape, ranked #1 by comScore in both Hispanic Reach and Bicultural Audience Network categories. Pulpo harnesses the power of Big Data, enabling brands to hyper-target consumers, one-on-one and at scale, across web, mobile, video, social, and audio streaming channels. Employing both online and offline data modeling, its Luminar™ platform allows advertisers to deliver more precise and relevant advertising, maximizing their return on investment. Pulpo was founded in Berkeley, California and has offices throughout the U.S. and Argentina, Mexico, and Spain. Pulpo is an Entravision Communications Corporation (NYSE: EVC) company.

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Zoomin.TV, online video content producer and distributor, offers its customers one of the best and most complete global deals on purchase of premium video inventory. Publishers, advertisers and audience efficiently coexist thanks to three fundamental pillars: **1.** Content Video Network: 2,000+ premium global and local sites. **2.** YouTube Multi-Channel Network (MCN), one of the world's largest according to comScore. **3.** Supply Side Platform (SSP), the largest global online video trading programmatic platform and multidevice (desktop, mobile, Smart TV's and consoles). This makes Zoomin.TV an indispensable partner for any advertiser, combining the best products in online video format along with its premium volume and reach.

Zoomin.TV produces 400+ daily professional content videos in 17 languages and 40+ categories generating 2.2 Billion monthly video views and 171 Million unique users on our Premium Publishers network including sites such as MSN, Yahoo!, AOL, The Huffington Post, etc. Zoomin.TV is also the #5 YouTube global MCN* (#8 USA, #8 México, #3 Brasil...) with 75,000+ channels generating 2.2 Billion monthly video views, which positions us as the 17th globally most trafficked Internet video site with a global share of 10.1%**

** Source: comScore July 2015 Top 100 Video Properties.

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KEY TOPICS:

- Find out why **Multicultural Audiences** and **Influencers** are crucial to any brands success!
- **The Latin Multichannel Networks:** An online Video Market for 500 million people-
An in-depth look at this high growing sector
- **Movie Marketing:** How the Studios market to the Multicultural Millennial
- **The name of the Game:** Product Integration and Branded-Entertainment
- **The Decision Makers:** Multicultural Brand Marketers and their goals for 2015
- **More themes to be announced in the upcoming weeks!**

CONFIRMED SPEAKERS:

- Emilio Saccone, COO, FAV Networks
- Geetanjali Dhillon, VP of Marketing and Digital, Sony Pictures Entertainment
- JR de Souza, Head of Licensing – Americas, Dreamworks

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