

ENTERING THE REAL-TIME MARKETING AGE



#PortadaLat



2014

# 6<sup>TH</sup> ANNUAL LATIN AMERICAN ADVERTISING AND MEDIA SUMMIT

JUNE 3-4

2014 - InterContinental Hotel, Miami



## LATIN ONLINE VIDEO FORUM



JUNE 3

2014 - InterContinental Hotel, Miami

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## PROGRAM HIGHLIGHTS

- C. 2014 Portada Latin American Advertising and Media Awards
- D. Agenda: Latin Online Video Forum
- E. Agenda: 2014 Latin American Advertising and Media Summit
- H. Their Story: Latam Summit Speaker and Panelist Bios
- K. Latin Online Video Forum Speaker and Panelist Bios
- N. Sponsors & Partners

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# 2014 LATAM ADVERTISING & MEDIA AWARDS

Portada's Latin American Advertising and Media Awards reward excellency in Latin American (panregional) advertising campaigns, in media properties targeting pan-latin audiences and professionalism in Latin American (panregional) Marketing and Media professionals.

## 2014 Latin American Advertising and Media Award Categories

- **Top Latin Online Video Marketing Campaign** - Presented by 
- **Top Latin American Print Advertising Campaign** - Presented by 
- **Top Latin Content Marketing Campaign**
- **Top Content Provider to Latin Audiences**
- **Top Latin American Digital Media Agency**
- **Top Digital Media Innovator in the Latin World**
- **Top Panregional Advertising Campaign**
- **Top Panregional Digital Advertising Campaign**
- **Top Panregional Integrated Campaign**
- **Top Panregional Advertising and Media Professional of the Year**

The Awards nomination and choosing process are entirely democratic. Candidates are nominated by Portada 's audience.



### People in Latin America are more attached to brands, but they expect more from them as well

Brands that contribute to improve the quality of life and wellness of people and societies, have more opportunities to succeed, and people in Latin America think that brands and companies should be involved in improving their well-being and quality of life.\*

We have created a new metric of Brand Strength named Meaningful Brand Index (MBI), that helps us to measure a brand's impact on different areas of well-being for a full view of its effect on people's quality of life: Brands with higher MBI are stronger and more attached to people and are perceived as more meaningful.

After five consecutive years conducting our Global Survey Meaningful Brands, we have built a deep understanding of the relationship between brands and people, with strong experience developing Meaningful Connections among brands and their consumers, with proven business results.

At Havas Media International, we have created a special consultancy service for brand development through integrated Pan Regional communications solutions in Latin America, to help our clients' brands to connect with people in a meaningful way.

If you want to know more about Meaningful Brands and how we can create a specific development plan for your brand in Latin America, please write us to [mauricio.montenegro@havasmedia.com](mailto:mauricio.montenegro@havasmedia.com)



# LATIN ONLINE VIDEO FORUM


The Latin Online Video Forum can be attended independently or in combination with the Latam Summit. To register, go to [www.portada-online.com/events/summit/register](http://www.portada-online.com/events/summit/register)



TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
9:00 am	<b>REGISTRATION</b> (Entrance Bayfront A)		Register and meet fellow Forum attendees
9:20 am	<b>WELCOME &amp; INTRODUCTION</b> (General Session Bayfront A)	<b>Marcos Baer</b> , <i>Publisher, Portada</i> <b>Bob Oliva</b> , <i>Business Development Director, Portada</i>	An overview of the most complete events available for marketers and media targeting the Latin space. If it's key to Latin marketing and media it's covered at #PortadaLat.
9:25 am	<b>THE QUEST:</b> How to develop industry-wide metrics for video entertainment experiences.	<b>MODERATOR</b> <b>Cynthia Evans</b> , <i>Managing Director, Group M Latin America</i> <b>SPEAKERS</b> <b>Artie Bulgrin</b> , <i>SVP Global Research+ Analytics, ESPN</i> <b>Josh Chasin</b> , <i>Chief Research Officer, ComScore</i> <b>Sergio Carrera</b> , <i>General Manager, Televisa Publishing + Digital</i>	The state of Online Video is similar to the Cable market 30 years ago: Chaotic when it comes to have reliable and industry-wide metrics, even more so in the Latin space. Hear from leading practitioners in research and media, about the challenges to develop viable viewability, reach and pricing metrics. What needs to be done to lend more credibility to the hottest emerging platform?
10:15 am	<b>THE VIEWS OF A GLOBAL DIGITAL MEDIA PLAYER.</b> Onstage Interview.	<b>Mark Larkin</b> , <i>SVP and General Manager, CNET</i> <b>Interviewed by</b> <b>Carlos Ernesto Gutierrez</b> , <i>CEO Miami, Chief Growth Officer Latin America, McCann Worldgroup</i>	Hear firsthand how CNET uses online video in its different forms and content to engage a global audience of over 80 million users. Social video, mobile video and what comes next.
11:00 am	<b>COFFEE BREAK</b> (Bayfront B)		Relax and talk to colleagues. Hear from the latest trends from the experts at the exhibitor booths.
11:30 am	<b>THE MEDIA OWNERS PERSPECTIVE:</b> World Cup 2014: Challenges and Solutions for the Advanced Monetization of Premium Contents with Video Advertising and Payment	<b>Nicolas Amado</b> , <i>Director of Media, Southern Europe &amp; Latin America, BrightCove</i>	Premium events and contents (Soccer World Cup 2014, Formula 1 etc.) represent an extraordinary challenge. On one hand we must reach the very fragmented audience with a TV-like digital experience and, on the other hand, we must make sure we do not leave any money on the table focusing on maximizing our video advertising and paid monetization. Explore the opportunity and challenges with real business cases (ESPN, CBS Sports, and other).
11:50 am	<b>MULTISCREEN VIDEO: MILENNIALS AND YOUNGER</b>	<b>SPEAKERS</b> <b>Noel Gladstone</b> , <i>VP Research and Consumer Insights, Viacom International Networks</i> <b>Jorg Nowak</b> , <i>Head of Latin America and US Hispanics, YuMe</i> <b>Maximiliano Vaccaro</b> , <i>Director - Digital Media Latin America / Brazil and US Hispanics, Discovery Networks</i>	Leading practitioners and researchers will explain how the multiscreen Latin American future looks like and what marketers and media need to do to profit from it. • What are the media consumption habits of today's kids and teenagers? • How can media properties thrive by monetizing their content and not relying only on ad sales?
12:30 pm	<b>LATIN ONLINE VIDEO AWARDS</b>	Presented by  <b>Scoopshot</b>	Watch the videos that have been shortlisted. It's time to announce the winner and celebrate!
12:40 pm	<b>BEST PRACTICES IN LATIN ONLINE VIDEO CAMPAIGNS.</b> Beyond theory. Find proven roots to success.	<b>MODERATOR:</b> <b>Andrea Isaac</b> , <i>Head of Strategy, Havas Media International</i> <b>PANELISTS:</b> <b>Roberto Ricossa</b> , <i>VP Marketing &amp; Inside Sales, Avaya</i> <b>Pablo Sanchez</b> , <i>International Media Manager, Puig</i>	• Very few brand marketers are ready to talk about their Online Video efforts, but learn from the dos and don'ts of the few ones who are ready to share their knowledge! • Hear how leading brand marketers assess the growth of the Latin online video ecosystem.
1:30 pm	<b>ADJOURNMENT</b>		

# LATAM SUMMIT

The Latam Summit can be attended independently or in combination with the Latin Online Video Forum. To register, go to [www.portada-online.com/events/summit/register](http://www.portada-online.com/events/summit/register)

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
2:45 pm	REGISTRATION (Entrance Bayfront A)		
3:05 pm	SETTING THE STAGE	MC (tbd)	Welcoming remarks to the 2014 Portada Latam Summit.
3:10 pm	MEET THE CHANGE AGENTS: Is Latin America really ready to adopt Real-Time Marketing?	<b>MODERATOR</b> <b>Diego Fernandez-Martin</b> , SVP/ <i>Managing Director, Starcom</i> <b>PANELISTS:</b> <b>Clara Alvarado</b> , Senior Marketing <i>Manager, Cisco</i> <b>Alejandro Campos Carlés</b> , <i>Co-Managing Director &amp; Founder, StartMeApp</i>	DSPs, SSPs RTB and Marketing Automation providers are targeting Latin markets. But is Latin America really ready to take advantage of these new technologies? Why has Latin America fallen behind Asia in the adoption of programmatic? Hear what leading agency, marketing and media executives have to say.
4:00 pm	ENTERING THE REAL-TIME MARKETING AGE I: A case study from a leading Brewer	A presentation by <b>Felix Palau</b> , Brand VP Global Marketing. <i>Américas, Heineken</i>	How Heineken uses a real-time Marketing approach to target and engage the Latin American consumer. How it knows what its consumers like and how to reach them best.
4:50 pm	LATIN AMERICAN PRINT ADVERTISING AWARDS	Presented by 	Check out the ads that have been shortlisted and celebrate the winning Campaign!
5:00 pm	MONDELEZ: HOW GLOBAL BRAND PLANNING INFLUENCES LATIN AMERICAN MEDIA BUYS	A "tandem presentation" by <b>Annika Blockstrand</b> , Regional Media <i>Director, Mondelez International</i> and <b>Caio del Manto</b> , Brand Planning <i>Lead Latin America / Global Brand Strategist, Mondelez International</i>	Two key marketers from a Global Snacking Powerhouse will provide learnings on how best to balance ambitious global strategies and relevant local cultural opportunities. In addition, they will describe the process under which brand planning is translated into media plans executed in Latin America.
6:15pm	EVENING RECEPTION (Poolside Terrace)		Take in Drinks and Treats while you enjoy wonderful Downtown Miami views!



Special 25% discount for  
#PortadaLat attendees!

## 2014 Panregional Advertising and Media Report

- Expected Growth rates of different Ad categories
- Main panregional marketing decision centers
- Growth drivers for different media vehicles
- How programmatic and RTB are changing the panregional media buying model
- New Regulations and their impact on Panregional Marketing and Media Buying



TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
8:30 am	BREAKFAST (Bayfront B)		Start the day with a lift: Coffee, tea, pastries, juice and fresh fruit. Talk to the exhibitors and ask them what's new!
9:20 am	<p><b>"CONTAR HISTORIAS"/ BRANDSTORY TELLING IN LATIN AMERICA</b></p> <p>presented by</p> <p><b>Skyword</b> All You Need for Quality Content</p>	<p><b>MODERATOR</b> <b>Tom Gerace</b>, CEO, Skyword</p> <p><b>PANELISTS:</b> <b>Carlos Espindola</b>, eHub Manager Latin America, 3MThird panelist tbd</p> <p><b>Juan Carlos Pedreira</b>, Partner/Senior Social Media Strategist Social Business Hub, Inc.</p>	<p>Panelists representing a global financial service marketer and a leading beverage company will share actionable insights about their content marketing strategy in the main Latin American countries including:</p> <ul style="list-style-type: none"> <li>• The Centralization vs. Decentralization Tradeoff</li> <li>• Content Amplification Strategies</li> <li>• Development of Engagement Metrics across the region</li> </ul>
10:00 am	<b>MEXICO: How Mexico's leading financial marketer promotes its products</b>	<p><b>Mercedes Lopez Arratia</b>, Head of Digital Marketing and Premium Marketing, Banamex</p> <p>Introduced by</p> <p><b>Fernando Calderon</b>, Director of Marketing &amp; PR, OCC Mundial</p>	<p>Actionable insights on Financial Service Marketing in Latin America's second largest economy. Key takeaways on:</p> <ul style="list-style-type: none"> <li>• How to market financial services in a country where only 30% of the population has a bank account.</li> <li>• How Citibank-owned Banamex, integrates its marketing with Citibank's global marketing objectives</li> <li>• Integration off online and off-line marketing</li> <li>• How digital marketing will affect Banamex's internal structure and culture</li> </ul>
10:55 am	MORNING BREAK (Bayfront B)		After taking in all that content, enjoy the break and snacks! Talk to colleagues and have interesting discussions with the exhibitors.
11:30 am	<b>ENTERING THE REAL-TIME MARKETING AGE II - The example of the Latin American Travel Service Industry</b>	<p><b>MODERATOR:</b> <b>Juan David Pinzon</b>, president, Ariadna</p> <p><b>PANELISTS</b></p> <p><b>Mario Garelo</b>, Regional Marketing and Advertising Manager, Despegar</p> <p><b>Ana Margarita Ramirez Zapata</b>, Digital Marketing and Sales Manager, Americas, Melia Hotels International</p> <p><b>Ricardo Rivera Alaniz</b>, Director of Marketing, Volaris</p>	The Latin American Travel Service Industry has been the fastest to adapt to the digital marketing world. Exclusive insights from leading practitioners on what it means to do real-time marketing and advertising in Latin America.
12:20 pm	<b>IGNITE THE ENTREPRENEUR INSIDE YOU!</b>	<p><b>Cesar Salazar</b>, Venture Partner, 500 Startups</p> <p>in conversation with</p> <p><b>Victor Kong</b>, President of Cisneros Interactive</p>	The Mexican venture capital and tech maven talks with veteran Media entrepreneur Victor Kong about his job of finding and financing the best tech entrepreneurs in Mexico and Latin America. His advice to Media and Ad-Tech companies targeting the Latin American space.
1:00 pm	LUNCH (Brickell Room)		Enjoy a delicious lunch.
2:30 pm	<b>KEYNOTE: THE FUTURE OF TECHNOLOGY BY DESIGN</b>	<p><b>KEYNOTE SPEAKER</b></p> <p><b>Scott Dadich</b>, Editor-in Chief, Wired</p>	<p>First-hand insights from the Editor-in-Chief of the iconic magazine about the interaction of design and technology and its impact on media and marketing.</p> <ul style="list-style-type: none"> <li>• What does design mean to technology?</li> <li>• What's next for Technology?</li> <li>• Key Trends to watch.</li> <li>• Ask him whatever you want!</li> </ul>



TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
3:30 pm	<b>FUTBOL - THE BIGGEST SHOW IN THE WORLD!</b> What will the 2014 Soccer World Cup bring in terms of sports marketing?	<b>Fernando Fiore</b> , <i>Sports Anchor, - Republica Deportiva, Univision</i> interviewed by <b>Pacino Mancillas</b> , <i>Partner, AC&amp;M Group</i>	8 days before the brazuka starts rolling in Brazil, hear from mega TV celebrity and soccer insider Fernando Fiore about what he expects to happen on the soccer field. Plus how Soccer Marketing is going to be impacted.
4:30 pm	<b>LATIN AMERICAN ADVERTISING AND MEDIA AWARD CEREMONY</b>		It's time to celebrate the best in marketing thinking and communications across Latin America! Find out the winners in 9 different categories.
5:00 pm	<b>SPEED-NETWORKING</b> (Brickell Room)	<b>TABLE LEADERS WILL INCLUDE:</b>  <b>Annika Blockstrand</b> , <i>Regional Media Director, Mondelez International</i>  <b>Vanessa Gonzales</b> , <i>Managing Director, OMG Digital Latin America Hub</i>  <b>Carlos Espindola</b> , <i>eHub Manager Latin America, 3M</i>  <b>Mercedes Lopez Arratia</b> , <i>Head of Digital Marketing and Premium Marketing, Banamex</i>  ...and many more!	Always a crowd-pleaser at the Summit and a networking heaven!  Two dozen major brand marketers, agency executives and other major players will lead the tables. Attendees will have an informal conversation with them and then rotate to the next table.
6:30 pm	<b>FAREWELL TOAST</b> (Brickell Room)		Do your final round and say goodbye to friends and colleagues until the 2015 Latam Summit!



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## Ricardo Rivera Alaniz

**Director of Marketing, Volaris**

Ricardo Rivera Alaniz, is the head of marketing for the Volaris airline. He is responsible of integrating all communications within the company to generate traffic and sales (+1 Bn USD) in www.volaris.com. He previously worked at P & G managing shaving, deodorants, batteries and electronic applications categories. The brands include Gillette, Venus, Old-Spice, Duracell and Braun. He was also responsible for Shopper Marketing for W\*M in north Latin America. He also had responsibility for PANTENE innovation in hair care in 17 countries in Latin America.



## Clara Alvarado

**Sr. Solutions Marketing Manager, Cisco**

Clara Alvarado is Cisco's Corporate Solutions Marketing Manager for Applications Enablement and Management Portfolio within the Internet of Things group. In that position she is responsible for the thought leadership, positioning, and demand generation for the portfolio. Clara joined Cisco in 2007 as Marketing Operations Manager for Latin America. Then moved to lead the Collaboration Solution portfolio in Emerging Markets and recently to corporate marketing where she has held different positions from Go-to-market strategy and execution to sales and partner enablement. Prior to Cisco, Clara Alvarado held several roles in marketing and business development in Latin America in companies such as Lucent Technologies, Avaya and Emerson Electric.



## Mercedes Lopez Arratia

**Head of Digital Marketing and Premium Marketing, Banamex**

Mercedes Lopez Arratia is an advertising and marketing expert with over 20 years of experience in the field. Mercedes has a strong and successful track record managing strategies, branding, loyalty and retention programs as well as creating valuable brands and achieving record revenues. Since June 2010, Mercedes is Banamex's Digital CMO and Alternative Channels & Customer Experience Manager. Mercedes became co-founder and CMO of iQuanti a Digital and Database Marketing solutions firm. She previously worked at American Express for 12 years where she became VP of US Digital Sales. She is currently chairman of the board of CIM Digital Media (Media Research Center), a founding member of the IAB Advertisers Bureau and a founding member of the Mobile Marketing Association in Mexico and LATAM.



## Annika Blockstrand

**Latam Media Associate Director, Mondelez International**

Annika Blockstrand is the Latam Media Associate Director at Mondelez, responsible for overall relationship and execution of communications planning for all Mondelez brands in the region. Prior to leading Latam Media in Mondelez, Annika was Communication Director at Initiative Mediabrands leading the communication planning process of all Initiative's clients. Throughout her over 15 year career, Annika has obtained a profound understanding of insights, effectively uses that knowledge to build connections and experiences and new connections between consumers and brands and clients.



## Fernando Calderon

**Director of Marketing & RP de OCC Latinoamerica, OCC Mundial**

Fernando Calderon is the CMO in OCCMundial, market leader in the online job boards company. He has 20 years of professional experience. It was developed in the field of telecommunications, working in AXTEL and AVATEL where he served in various management and leadership roles in the areas of Strategic Marketing, Product Marketing, Customer Service and Public Relations. Dabbled in content generation in digital and print media as well as in the development of loyalty programs, working for MEDIA Group.



## Alejandro Campos Carlés

**Co-Managing Director & Founder, StartMeApp**

Alejandro brings to his role as co-Managing Director and Founder of StartMeApp more than 12 years' international experience as a professional in the online & mobile media business. Prior to co-Founding SMA, Alejandro worked with leading global mobile content player TIMwe as Latin America Key Account Digital Manager, responsible for TIMwe's Digital Advertising Network business unit and P&L for the company's Southern Cone Internet and mobile advertising business. Alejandro holds a degree in Business Administration from the University of Buenos Aires. Concurrent with his role as Co-Managing Director & Founder at StartMeApp, Alejandro also serves as a member of the Media Commission with the Interactive Advertising Bureau (IAB) offices in Argentina.



## Scott Dadich

**Editor-in-Chief, WIRED**

Scott Dadich was named Editor-in-Chief of WIRED in November of 2012. Prior to being named Editor-in-Chief, he served as Vice President, Editorial Platforms & Design for Condé Nast. In this role, he oversaw the creative efforts to bring Condé Nast's storied brand portfolio to emerging digital channels.

From 2006-2010, Dadich was the award-winning creative director of WIRED, where he initiated and led the development of WIRED's groundbreaking iPad app, which was introduced in May 2010, one month after the introduction of the revolutionary device. Building upon that success, Dadich and his team have led all of the company's brands into monthly tablet publication across multiple digital platforms.

Collectively, Dadich's work has been recognized with 8 National Magazine Awards, including three General Excellence Elgies (Texas Monthly, 2003; WIRED, 2007 & 2009). He is the only creative director ever to win both the National Magazine Award for Design and the Society of Publication Designers Magazine of the Year award three consecutive years: 2008, 2009 and 2010. Additionally, he has received more than 100 national design and editorial awards from organizations such as the Art Directors Club, American Photography, American Illustration, The Society of Illustrators and the Type Directors Club. In 2011, Fast Company named Scott Dadich one of the 50 Most Influential Designers in America.

Prior to joining Condé Nast, Dadich was creative director of Texas Monthly, which was nominated for 14 National Magazine Awards during his tenure. Dadich graduated from Texas Tech University with a Bachelor of Fine Arts degree.





## Carlos Espindola

**eHub Manager for Latin America, Consumer Business Group, 3M**

With over 15 years experience in digital marketing. He has been responsible for the eMarketing, content and communication strategy for TV Azteca, Grupo Mabe, and GE Appliances. He currently holds the position of eHub Manager for Latin America for the Consumer Business Group at 3M developing eCommerce, eMarketing, Social Media, CRM and strategic alliances within and outside the company. It is also a consultant on digital marketing for and jury at IAB (Interactive Advertising Bureau) in Mexico City.



## Caio Del Manto

**Brand Planning / LatAm, Mondelēz International**

Caio Del Manto has been working with brand strategy for 14 years. During this time, he had opportunities to develop different approaches to strategic thinking, across LatAm and globally. He spent most of his career working in creative agencies like Leo Burnett, Ogilvy, McCann, JWT and Fallon London. More recently, he has moved client side, acting as Head of Brand Strategy and Creative Excellence at Mondelez. He is in charge of brand positioning and creative development for all Mondelez brands across LatAm and globally on the beverages category. Caio was elected the Brazilian Best Planner of the year in 2009.



## Diego Fernandez-Martin

**SVP, Managing Director, Starcom MediaVest Group Latin America**

Diego has ample experience in media, advertising and retail development for various Fortune 500 companies in the United States, Europe and Latin America with a strong background in brand management and communications. Diego has lived in Argentina, Spain and the United States working for leading international companies such as Mattel, Warner Bros, JCDcaux, Burger King and Starcom. His previous roles have covered all aspects of Sales, Product Management, Branding, Retail Marketing, Media and Advertising. He is currently the head of SMG Latin America's Miami operation. With almost 50 staff this is the regional headquarters for the majority of SMG LATAM's multinational client relationships, including Procter & Gamble, Samsung, Lego and Avon. He was also recently appointed Managing Director of SMG Puerto Rico.



## Fernando Fiore

**"El Presidente", Republica Deportiva, Univision**

With a career spanning over 20 years, this Emmy award winner is Spanish language TV's leading sports host. Fiore, who in a poll conducted among U.S. Hispanics was recognized as their "Favorite Soccer Personality," traveled to South Africa as the host of Univision's 2010 FIFA World Cup coverage, which had record-breaking ratings with over 8.8 million viewers tuning in for the final match.

Currently, he can be seen as the host of Univision's (the nation's highest-rated Spanish language TV network), "República Deportiva," a weekly sports show with worldwide coverage, and conducting the sports segment on "Primer Impacto" (Univision's #1 news show). Additionally, he is the current spokesperson for AT&T in the U.S. Hispanic market.

He traveled around the world as the co-host Univision's "Fuera de Serie" and continues to do so but now covering the most important sporting events such as the FIFA World Cup, the Olympic Games, the most awaited championship boxing fights, among many others. The respect he has gained from sports fans worldwide has landed him a spot as MC and host of the most important sport conferences and events.



## Mario Garello

**Regional Advertising & Marketing Manager, Despegar**

Mario was born in Buenos Aires. He has a Bachelor in Foreign Trade specialized in International Marketing and has over 12 years' experience in online advertising in the region. Since his beginnings, he has worked for advertising agencies both on and offline, as account manager of Honda Motors among other activities. His 8 years experience as Regional Manager of Marketing & Advertising at despegar.com, helped him creating dtravelconnection.com, the LATAM leading online advertising agency specialized in travel and lifestyle industry, generating a completely new and successful business model.

He is an international lecturer on topics related to online travel and lifestyle marketing and digital business strategies (EyeforTravel, Events Home MX).



## Tom Gerace

**CEO, Skyword**

An established content marketing expert, Tom is founder and CEO of Skyword, the leading platform for producing quality, original content at scale. Working with clients such as AutoTrader.com, GMC, Nestle Purina, United Way Worldwide, and IBM, Tom provides insight on how to best reach and engage today's search- and social-savvy consumers. Prior to Skyword, Tom launched Gather.com, a demand-driven news and entertainment property reaching more than 6M people each month. He also founded and served as President of Be Free, a publicly traded online marketing services company that transformed online advertising from pay-per-view to pay-for-performance advertising.



## Victor Kong

**Chief Digital Officer, Cisneros / President, Cisneros Interactive**

Victor Kong is a digital strategist who currently holds the position of Chief Digital Officer of Cisneros, developing the digital capabilities within the organization, while establishing thought leadership positioning in the digital space and contributing to the company's digital business development through Cisneros Interactive, a corporate division for which he serves as President. In this role, he oversees the operations of RedMas, the online ad network with more than 100 million unique users per month in the Americas, and Adsmovil, the region's leading mobile ad network. Cisneros Interactive also has a number of holdings in e-commerce, including Cuponidad, Mobly, Open English USA, among others.



## Pacino Mancillas

**Partner, Director of Brand Integration, AC&M Group**

Pacino Mancillas is Partner, Director of Brand Integration at the AC&M Group, where he oversees the creative, media and account planning departments. He has worked on the client and agency side for over 25 years, developing ideas and implementing programs for the US Hispanic, Latin America and Mexico markets. His experience includes working for blue chip clients, such as American Airlines, Stanley Black & Decker, Family Dollar, Sherwin-Williams, and Coca-Cola. Mr. Mancillas holds a BA from Tecnológico de Monterrey and Masters Degree in Advertising from UT-Austin.



## Felix Palau

**Brand Regional Director Heineken Americas**

Felix Palau currently serves as brand regional director for Heineken Americas. In this role, Palau is responsible for designing and ensuring the deployment of the Heineken Brand strategy. Prior to that he was vice president of marketing for Tecate and Tecate Light, Indio and Bohemia, part of the HEINEKEN USA portfolio of Mexican brands. He also worked for more than 14 years at Cerveceria Cuauhtémoc Moctezuma (CCM), Mexican brewing company that produces three of the five leading brands of Mexican beers.



## Juan Carlos Pedreira

**Digital Marketing Strategist & Partner, Social Business Hub**

He holds a B.A. degree from Newhouse School of Public Communications in Syracuse New York and a J.D. from Interamerican University in Puerto Rico, and is an on-air commentator for social media and digital topics at Univision in Puerto Rico. He created Puerto Rico's first bilingual breaking news source, CaribNews. Currently he serves as content and digital strategist for Miller Brewing as a partner at his agency, Social Business Hub. He will speak to Miller's activities in the region.



## Juan David Pinzón

**President, Ariadna**

Founder and President of digital agency Ariadna. Electronics Engineer specialist in telecommunications, software development, e-commerce and digital marketing. During 15 years has successfully developed a group of 3 companies: Ariadna (Media planning and buying, creative, social media and strategy), CDI (Technology, innovation, web and mobile development), MAIA (Media performance and e-commerce), with more of 350 people and 9 offices in Latin America and USA.

Recognitions with Ariadna include GOLD in HSMIA ADRIAN AWARDS 2014, for the best e-commerce strategy in Americas for Palace Resorts, GOLD in EFFIE AWARDS 2013 for LAN/TAM, Loteria Nacional (Ecuador), IAB Mixx New York 2012 best global rich media ad for Hewlett Packard Latin America.



## Cesar Salazar

**Venture Partner, 500 StartUps**

César Salazar is a Venture Partner at 500 Startups overseeing investments in Spanish-speaking Latin America. He's known for jumpstarting the Mexican entrepreneurial ecosystem. He helped start and spread initiatives such as Hackspedition, Startup Dojo and SuperHappyDevHouse across his home country. Before joining 500, César was an entrepreneur and interaction designer for more than a decade. Additionally, he's a member of the Regional Advisory Board of Startup Weekend.



## Ana M. Ramirez Zapata

**Regional Digital Marketing Manager Americas, Melia Hotels International**

Ana Ramirez Zapata is the Regional Digital Marketing and Sales Manager Americas for Melia Hotels International (The Sol Group Corp). Ana is a professional with more than 15 years of marketing expertise in strategic, operational & digital roles, doing B2C and B2B, working with multinationals in different sectors (media agencies, consulting, hotels & tourism, banking industry, technology and telecommunications) and developing and driving business in France, Spain, USA and Latino America, with leading strategic projects regionally (North and Latin America markets). Ana has a degree in Advertising and Communication, Master in Digital Marketing (ISCOM). Fluent in Spanish, English and French.



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## **Nicolás Amado**, Director of Media, Southern Europe & Latin America, Brightcove Media Group

Nicolás is founding member of Brightcove in Europe (2007), and leads the Brightcove Media Group business unit for Southern Europe and Latin America. He is a truly passionate multi-entrepreneur, artist (filmmaker, musician, photographer, author and storyteller) and technologist. He has 15 years of experience in business development and sales, audiovisual media, communication and SaaS/Cloud industry; with vast experience in creative digital user experiences, advanced online video monetization (ad-driven and paid content), digital business and technology consulting. He is founder of Universe Inside Studios. Born and educated in Buenos Aires, he lives in Barcelona since 1986.



## **Artie Bulgrin**, Senior Vice President, Global Research + Analytics, ESPN, Inc.

Artie supervises a staff that provides multi-media research and consumer insights services to all divisions of ESPN. Artie also supervises ESPN's branded research services including the ESPN Sports Poll, The ESPN Media Lab and ESPN XP. He is a former chairman of the Media Ratings Council and the Advertising Research Foundation; and serves on the executive committee for CIMM (the Coalition for Innovation in Audience Measurement) and the North American advisory board of the Ehrenberg-Bass Institute for Marketing Science.



## **Sergio Carrera**, General Manager, Televisa Publishing + Digital

Sergio Carrera has been the Managing Director for Editorial Televisa USA and PR since May 2009. Before this position, Sergio was the CFO of Editorial Televisa and Televisa's Distribution companies from 2001 to 2009. Prior to that, from 1995 to 1998, Sergio worked as an Investment Banker for Merrill Lynch servicing the Latin American Region. Sergio holds a BA in Economics from SDSU in California and an MBA from IESE Business School in Barcelona Spain.



## **Josh Chasin**, Chief Research Officer, ComScore

Josh Chasin joined comScore as Chief Research Officer in May 2007. Prior to that, he owned and operated a media research consultancy, Warp Speed Marketing, whose clients included Arbitron, Scarborough, comScore, Simmons, the Online Publishers Association, the Traffic Audit Bureau, and Project Apollo. Josh is a 33-year market research and audience measurement veteran who has experience in all facets of design, development and implementation of syndicated and custom research. He has been involved in the management and oversight of audience measurement services for TV, radio, newspapers, magazines, out-of-home, and the Internet.

Josh was selected one of Advertising Age's 2012 Media Mavens. His liner notes for the 2004 release, The Allman Brothers: Live at the Beacon Theater earned him a platinum record.



## **Cynthia Evans**, Latin America SRT for MEC / Director of Research for Group M

Cynthia Evans, is the Latin America SRT for MEC and Research Director for GroupM. She has experience in quantitative business analytics, communications research, communications strategy, and has global experience in FMCG, food and beverage, and entertainment categories. In her current position, Cynthia brings research and strategic planning to the communication investment function for the Latin Americas. She has previously held sales and marcom research positions in the US general market across a long portfolio of media and research suppliers. Cynthia holds an MBA from Northwestern University Kellogg School with a concentration in quantitative business analysis and marketing science.



## **Noel Gladstone**, VP Research and Consumer Insights, Viacom International Networks

Noel Gladstone is VP of Research and Consumer Insights for Viacom International Media Networks (VIMN) The Americas, responsible for leading the research and consumer insights for the company's entertainment portfolio. In 2014, Gladstone played a key role in identifying the key traits that shape Latin American kids' world views and make them distinct from their parents for Nickelodeon's 2014 study coined Kids of Today, Tomorrow, surveying the "last wavers" (Millennials born between 2003 -2008). Gladstone has served as panelist or key note speaker at ESOMAR, FOMLA and LAMAC.



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## **Carlos Ernesto Gutierrez**, CEO Miami / Chief Growth Officer Latin America, McCann Worldgroup

Carlos is known for wearing many hats at the same time. Currently he runs the McCann Worldgroup Miami office as CEO, coordinates all the digital capabilities development efforts in Latin America and is the regional Chief Growth Officer. In his capacity of CEO for McCann Miami, Carlos interphases with all Worldgroup agencies across the region (150+) to ensemble the multidisciplinary teams required to service our Miami-based client base. As regional CGO, he supports all local pitches and leads the regional new business efforts. Prior to this, Carlos led the multi-disciplinary team that worked for MasterCard, a collaborative effort of 5 IPG agencies and led UM Latin American as Regional President.



## **Andrea Isaac**, Head of Strategy, Havas Media International

She began her career at Havas Media as a Strategic Planner and was quickly promoted to Strategy Manager within her first year. Later on she took on the role of Product Development Manager, for Havas Digital.

In her current role as Head of Strategy, Andrea devotes most of her time developing tools and methodologies that measure new practices within the agency, fostering innovation and creativity. Andrea leads the agency's overall strategic development, providing guidance and strategic input in all connected planning strategies.



## **Mark Larkin**, Senior Vice President and General Manager - CNET, ZDNet and Tech Republic, CBS Interactive

Mark Larkin is the Senior Vice President and General Manager of CNET and CNET en Español, responsible for directing all aspects of the world's largest technology news and reviews brands for English and Spanish-speaking audiences. Video is at the heart of CNET's successful strategy and includes coverage of live news events, world-class technology reviews and recurring series. In addition to CNET and CNET en Español, Mark -- a veteran media executive -- is also the SVP and GM of the popular business-to-business sites ZDNet and TechRepublic.



## **Jorg Nowak**, VP, Emerging Markets, YuMe

Jorg Nowak joins YuMe to lead efforts for US Hispanic and Latin American expansion. With more than 13 years of experience in the media industry, Jorg's background spans the US, Europe and Latin America. He was integral in the launch of Univision.com, which quickly became the leading digital destination, both online and mobile, for US Hispanics. During his tenure as SVP & General Manager at Univision, Jorg led the digital efforts, overseeing the online and mobile business units. In addition, Jorg oversaw the launch of Univision Ad Network (UPG), E-Commerce Business Group and Univision's digital video destination. Prior to launching Univision Interactive, Jorg got his start in media working for a streaming video startup.



## **Roberto Ricossa**, Vice President Marketing and Inside Sales, Avaya Americas

With 20 years in the telecom industry, Roberto has been driving sales and brand recognition through many programs from face-to-face engagements, digital initiatives and now through social media activation. He is an active member of the American Marketing Association and a key note speaker at numerous forums internationally.

Roberto has been selected as one of the Top 50 Hot-Marketers in Latin America, as a Top 100 Global Marketing Leaders and just recently as the Internationalist of the Year.

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**Pablo Sanchez,**  
International Media Manager,  
Antonio Puig

Pablo has more than 15 years of experience in the media industry. He started his career at Zenithmedia and since then he has been playing different roles in several media agencies (Carat, Universal Media, Initiative, Havas and Mediacom) working for many advertisers from different industries.

As an advertiser, he worked in Mitsubishi Motors as a brand and media manager. He currently works at Puig Fashion Group as International Media Manager for Spain, Latam, Russia, Eastern Europe, and Worldwide as a Digital Media Manager as well.



**Maximiliano Vaccaro,**  
Director, Digital Media, Discovery  
Networks Latin America

Maximiliano Vaccaro is the Director of Digital Media Products and Design for Discovery Networks Latin America/US Hispanics. He started his career at Discovery working on the creation and execution of worldwide digital products.

In the last years he leads the digital team as a Creative Director through Content Creation, Strategy, Conceptualization and Development launching Web, Mobile, Video and Social Media products. In his recently new role as leader of Product and Design, he is envisioning and shaping the future of Discovery Digital, focused on video products such as TV Everywhere.

He is a Designer living in an Innovation, Creativity and User Experience state of mind. Maximiliano was born in Argentina and lived in Miami for the last 10 years.

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### Top Latin Online Video Marketing Campaign Award - Presented by Scoopshot

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### Top Latin American Print Advertising Campaign Award - Presented by PAL

**PAL** is the biggest association in all over Latin America and Spain: 20 publishers with more than 40 newspapers and 120 magazines, reaching more than 15 million people only with newspapers on Sundays. Based in Miami, we are at your disposal for advertisers and agencies that are focused on Latam or Spain. We MAXIMIZE THE RETURN ON their INVESTMENT with the appropriate and suitable product for each target group or the best mix of them. Experience and flexibility in planning and achieve the best results for advertisers, from the United States to Latam or from Latam to Latam, either panregional or regional.



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**IMPAKTU** is the largest multiscreen online video advertising network in Latin America. Impaktu combines innovative in-stream video formats on the web and in mobile devices with the largest and most premium websites from Latin America in order to ensure maximum Latin American and US Hispanic consumer reach and engagement. Impaktu's custom interactive video formats provide the branding and impact of television, combined with the reach and targeting of the web, in order to increase consumer awareness and consideration. Impaktu's reliable and trusted team throughout Latin America and Miami ensures rapid response time and best in class customer service.



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