

# 10<sup>th</sup>

## #Portada16

# ANNUAL HISPANIC ADVERTISING AND MEDIA CONFERENCE

PRODUCED BY



## SEPTEMBER 15, 2016 NYC

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**HISPANIC  
SPORTS  
MARKETING  
FORUM**

September 14,  
2016, NYC

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discussion:  
**#Portada16**



## PROGRAM HIGHLIGHTS

- C. 2016 Hispanic Advertising and Media Awards
- D. Agenda: Hispanic Sports Marketing Forum
- E. Sponsors: Hispanic Sports Marketing Forum
- F. Agenda: 10<sup>th</sup> Annual Hispanic Advertising and Media Conference
- I. Their Story: 10<sup>th</sup> Annual Conference Speaker Bios
- O. Hispanic Sports Marketing Forum Speaker Bios
- R. Sponsors: 10th Annual Hispanic Advertising and Media Conference

A photograph of two young women looking at a smartphone. The woman in the foreground is wearing a red jacket and has her arm around the other woman. The woman in the background is wearing a grey jacket and an orange scarf. They are both smiling and looking at the phone. The background is blurred, suggesting an outdoor setting.

# The mobile landscape is always changing.

MaxPoint continues to be a leader in mobile advertising technology.

MaxPoint lives at the intersection of the digital and physical worlds, enabling you to execute mobile campaigns that:

- ▶ Target by location and audience segment, including multicultural audiences
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To learn more about how MaxPoint finds the best audiences for your digital programs, visit:

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WINNERS  
will be announced on  
Sept. 15th at the Award  
Ceremony!

# 2016 HISPANIC ADVERTISING & MEDIA AWARDS



## 2016 Hispanic Advertising and Media Award Finalists!

### TOP MARKETER TO HISPANIC AUDIENCES

*Presented by: **d expósito & Partners***

- José Vélez-Silva, VP of Multicultural Marketing Communications at Comcast/XFINITY
- Patricia Diaz, Director U.S. Hispanic Marketing at McDonald's Corporation, McDonald's
- Felix Palau, Brand Regional Director at Global Marketing Americas, Heineken

### TOTAL MARKET CAMPAIGN

- Hot Pockets/Casanova McCann
- Honey Maid's "Wholesome Campaign"
- Verizon's Better Matters Campaign

### TOP SPORTS CAMPAIGN

- Western Union Digital: Be Futbol Campaign
- Bones Love Milk
- Copa Coca-Cola

### TOP DIGITAL AUDIO CAMPAIGN

*Presented by: **Audio.Ad***

- Blue Moon/Spotify
- Horizon Media

### TOP MEDIA PROPERTY TARGETING HISPANIC AUDIENCES

- Zoomin.tv
- LBI Media, Inc. (Parent Company of Estrella TV)
- The Hollywood Hot List - Latina Media Ventures

### TOP CONTENT PROVIDER TO HISPANIC AUDIENCES

- Zoomin.tv
- LBI Media, Inc. (Parent Company of Estrella TV)
- IdiomaContent

### "PROGRAMATICO LOPEZ" DIGITAL INNOVATOR AWARD

- MOTIVATE Influencer Dashboard
- Fantástico, Inc.
- Fenomeno Studios

### TOP HISPANIC DIGITAL ADVERTISING CAMPAIGN

- TDW+Co and Western Union
- Univision's Voter Registration Campaign

### TOP INTEGRATED HISPANIC CAMPAIGN

- Western Union Digital: Be Futbol Campaign
- McDonald's New York Summer Break Menu /d expósito & Partners
- Nescafe Clasico/Casanova McCann

### TOP MOBILE CAMPAIGN

- The New Latino Voice - FIU/Adsmovil Online Tracking Poll with Latino Voters
- Tecate And Life In Mobile

### "CONQUISTADOR" TOP MEDIA PROFESSIONAL OF THE YEAR

- Alberto Pardo/Adsmovil
- Caleb Windover/Mediavest-MV42
- Juan Carlos Rodriguez/Univision Deportes

### TOP ONLINE VIDEO MARKETING CAMPAIGN

- WesternUnion.com - #BeFutbol Sweepstakes Virtual Reality Short Film
- d expósito & Partners for Tajín
- We're going to Walt Disney World with Jeannette Kaplun

The 2016 Hispanic Advertising and Media Awards reward excellency and professionalism in marketing campaigns, media properties and marketing and media professionals.

**10<sup>th</sup>** ANNUAL HISPANIC  
ADVERTISING  
AND MEDIA CONFERENCE  
SEPTEMBER 15, 2016 NYC



SEPT. **14**

**NOTE:** The Hispanic Sports Marketing Forum can be attended independently or in combination with Portada's 10<sup>th</sup> 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
1:00 PM	REGISTRATION OPENS		
1:25 PM	SETTING THE STAGE	<b>WELCOME &amp; INTRODUCTION•</b> <b>Ximena Cassab</b> , Editor and Writer, Portada <b>• Ross Fadner</b> , Director, Event Programming, MediaPost	Sports content and marketing are crucial to engage Hispanic audiences. As importantly Hispanic sports marketing trends crossover to the overall market. Get the latest intelligence at the Hispanic Sports Marketing Forum.
1:30 PM	LIVE - SPORTS: WHERE TECH MEETS MARKETING	<b>MODERATOR</b> <b>• Kyle Harris</b> , EVP, The Mundial Group <b>PANELISTS</b> <b>• Neha Misra</b> , Vice President, Strategy and Analytics, Mbuy <b>• Karina Dobarro</b> , VP Managing Director of Multicultural Brand Strategy, Horizon Media <b>• Andy Wasef</b> , Managing Director, Digital & Consulting Strategy, ESP Properties <b>• Michael Tribolet</b> , Co-Founder & CEO, YipTV	<ul style="list-style-type: none"> <li>• Broadcast vs. Streaming or Broadcast and Streaming? Two divergent trends have emerged for major sports events.</li> <li>• How OTT inventory can amplify TV spots</li> <li>• Why sports still is appointment viewing regardless of cord-cutters.</li> <li>• Social Video</li> </ul>
2:15 PM	MULTICULTURAL IS THE NEW MAINSTREAM: HOW A MAJOR MARKETER USES SOCCER AND OTHER SPORTS TO REACH MILLENNIALS	<b>PRESENTER</b> <b>• Javier Delgado Granados</b> , Group Director Multicultural, Coca Cola	<ul style="list-style-type: none"> <li>• Learn and be inspired by Coca Cola's Sports Marketing Strategy</li> </ul>
3:00 PM	LEVERAGING SOCCER CONTENT: <i>To reach multicultural audiences.</i>	<b>MODERATOR</b> <b>Jonathan Patton</b> , VP of Sales & Partnerships, H Code Media <b>PANELISTS</b> <b>• Ed Carias</b> , Senior Brand Manager, El Jimador Tequila <b>• Darren Marshall</b> , Executive VP, Consulting & Research, rEvolution <b>• Mariel Llenza</b> , Director Diversity Advertising, AT&T Entertainment Group <b>• Camilo Durana</b> , VP Property and Commercial, MLS	The U.S. ranks among the top countries worldwide in soccer youth participation. From local soccer leagues to the Fifa World Cup soccer has grown tremendously as a marketing tool.. How top brands are utilizing the opportunity.
3:45 PM	COFFEE BREAK		
4:20 PM	TOP SPORTS CAMPAIGN AWARD	Find out which client and agency won the Award for the Top Sports Campaign.	Portada's audience and editorial board have voted. Now, let's celebrate the winner.

## 2016 Hispanic Sports Marketing Forum Agenda

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
4:30 PM	<b>E-SPORTS: THE NEW FRONTIER FOR BRANDS AND SPORTS PROPERTIES</b>	<b>INTRO: E-SPORTS 101</b> by Stuart Lipson Executive Director, E-Sports Advertising Bureau  <b>FOLLOWED BY AN ON-STAGE CONVERSATION BETWEEN:</b> <ul style="list-style-type: none"> <li>• <b>Josh Spiegelman</b>, Managing Director, Mindshare Spotlight, Mindshare NA.</li> <li>• <b>Andrew Benfer</b>, Director Brand Partnerships, Whistle Sports</li> </ul>	<ul style="list-style-type: none"> <li>• E-Sports have enormous multicultural fan bases</li> <li>• How brands are tapping into the opportunity</li> <li>• The crucial role of Influencers</li> </ul>
5:15 PM	<b>MARKETING ENTERTAINMENT AND SPORTS PROPERTIES TO MULTICULTURAL AUDIENCES</b>	<b>MODERATOR</b> <ul style="list-style-type: none"> <li>• <b>Eduardo Perez</b>, Partner, PM3</li> </ul> <b>PANELISTS</b> <ul style="list-style-type: none"> <li>• <b>Stephanie Borges</b>, VP North America Strategic Marketing and Partnerships, Six Flags</li> <li>• <b>Maria Teresa Garcia Rosell</b>, Senior Marketing Director, Anheuser-Busch</li> <li>• <b>Dominic Curran</b>, CEO, Synergy US</li> <li>• <b>Alice Ovadia</b>, VP Brand Media, TruMC</li> </ul>	Entertainment and sports properties like Six Flags, NFL, MLB, MLS and NHL know that their continued success depends on how well they engage multicultural audiences. Find out what they are doing and how major brands use them.
6:00 PM	<b>ADJOURNMENT</b>		

#Portada16

HISPANIC  
SPORTS  
MARKETING  
FORUM

**SPONSORS**  
September 14, 2016, NYC

Venue: Yotel New York

### GOLAZO SPONSOR

**MUNDIAL  
SPORTS NETWORK**

**Mundial Sports Network** is a leading online sports network serving the Hispanic market. Our award winning digital properties are ranked #1 with more than 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](http://www.futbolmundial.com)), Beisbol Mundial for baseball ([www.beisbolmundial.com](http://www.beisbolmundial.com)), Boxeo Mundial for boxing ([www.boxeomundial.com](http://www.boxeomundial.com)). Network of 300+ affiliated Hispanic sports sites. Original, short form video programming including "Toque Final" for soccer highlights. Visit [www.mundialsportsnetwork.com](http://www.mundialsportsnetwork.com) and check us out on comScore to learn more.

### PENALTY SPONSOR



Born in 2003 and bred in the heart of Atlanta, PM3 has grown into the 10th largest independently owned Hispanic agency in the US. We are a full-service multicultural agency specializing in the US Hispanic market and consumer segmentation. Our passion is helping brands speak to our audiences with messages that are authentic and based on an understanding of culture and demographic dynamics. As a company diversity is at our core, with our team representing a dozen countries from around the world. We are proud to partner with brands that are dedicated to serving the multicultural consumer, including NAPA AUTO PARTS, Cox Communications, Georgia Lottery, American Cancer Society, and Comcast.



Morning  
SEPT. 15

**NOTE:** The Hispanic Advertising and Media Conference can be attended independently or in combination with The Hispanic Sports Marketing Forum. **To register go to:** [www.portada-online.com/events/hispanic-conference](http://www.portada-online.com/events/hispanic-conference)


TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
8:00 AM	REGISTRATION OPENS		
8:15 AM	BREAKFAST		
9:00 AM	<b>10 FACTS THAT MAKE MULTICULTURAL MARKETING GREAT</b>	<ul style="list-style-type: none"> <li>• <b>Steve Smith</b>, Editorial Director Events, MediaPost</li> <li>• <b>Marcos Baer</b>, Publisher, Portada</li> </ul>	10 facts that make multicultural marketing exciting and how they are reflected in the program of our 10th annual conference.
9:05 AM	<b>MULTICULTURAL SHOPPER MARKETING: THE STATE OF THE ART</b> <i>A major CPG and several big-box retailers delve into their best practices and ideas that are transforming the discipline..</i>	<b>MODERATOR</b> <ul style="list-style-type: none"> <li>• <b>Trevor Hansen</b>, CEO, Motivate</li> </ul> <b>PANELISTS</b> <ul style="list-style-type: none"> <li>• <b>Claudia Moreno Escobar</b>, Senior Manager Multicultural Marketing, Kellogg Companies</li> <li>• <b>Tracy Galindo</b>, Marketing Specialist, Jewel Osco</li> <li>• <b>Randy Stockdale</b>, Chief Marketing Officer, Solex Marketing Solutions</li> <li>• <b>Maria Cristina Rios</b>, Director Multicultural Strategy, Macy's</li> </ul>	<ul style="list-style-type: none"> <li>• What a major CPG marketer needs to take into account to design a Hispanic Shopper Marketing Program</li> <li>• How regional Hispanic targeted retailers are revolutionizing the industry</li> <li>• In-language and In-culture marketing and more...</li> <li>• Why digital has changed the path to purchase forever</li> </ul>
9:50 AM	<b>MODERN LEAD GEN:</b> <i>How to generate, engage and convert multicultural leads with Social Media and Native.</i>	<b>MODERATOR</b> <ul style="list-style-type: none"> <li>• <b>Nelson Pinero</b>, Senior Partner, Senior Digital Director, GroupM Multicultural</li> </ul> <b>PANELISTS</b> <ul style="list-style-type: none"> <li>• <b>César Taveras</b>, Online Marketing Manager - U.S. Hispanic Market, Rosetta Stone</li> <li>• <b>Shimah Akrami</b>, Senior Media Services Manager Multicultural Marketing, Comcast</li> <li>• <b>Zev Gollender</b>, VP Media Sales, Taboola</li> <li>• <b>Leyda Reyes-Rodriguez</b>, Partner and Multicultural Director, Maxus</li> </ul>	<ul style="list-style-type: none"> <li>• While the consumer is there, the analytics and the metrics are not there yet.</li> <li>• Brand marketers explain why the multicultural consumer should be led with mobile and social first.</li> </ul>
10:30 AM	<b>MARKETING TO THE LATINO MILLENNIAL:</b> <i>To a large extent Corporate America's future depends on effectively engaging the Latino Millennial.</i>	<b>MODERATOR</b> <b>Jeffrey Duque</b> , VP Client Solutions, Studio N <b>PANELISTS</b> <ul style="list-style-type: none"> <li>• <b>Nelson Peña</b>, Vice President Global Foods; Nestlé</li> <li>• <b>Stephanie Shannon</b>, Culture and Segment Strategist; Verizon</li> <li>• <b>Janina Delloc-Pawlowski</b>, Multicultural Marketing Manager, Dunkin' Brands</li> </ul>	What you need to know to emulate the success of innovative brands: <ul style="list-style-type: none"> <li>• Omnichannel marketing strategies</li> <li>• Branded video content</li> <li>• The key role of influencer marketing</li> <li>• The latest research and more</li> </ul>
11:15 AM	MORNING BREAK		Enjoy coffee and beverages while you talk to colleagues and prospects.

Afternoon  
SEPT. 15

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
11:50 PM	<b>CROSS-DEVICE: USING DATA MARKETING TO CLOSE THE GAP IN THE MOBILE WORLD</b>	<b>MODERATOR</b> <ul style="list-style-type: none"> <li>• <b>Ronald Mendez</b>, Managing Partner, Multicultural Lead, Mediacom</li> </ul> <b>PANELISTS</b> <ul style="list-style-type: none"> <li>• <b>Boris Litvinov</b>, Digital Manager, Gravity Media</li> <li>• <b>Nakesha Holley</b>, VP, Integrated Communication, Uniworld</li> <li>• <b>Amy King</b>, Director Product Marketing, MaxPoint</li> </ul>	<ul style="list-style-type: none"> <li>• By connecting users across all of their devices data can be collected to gain a better understanding of the consumer world.</li> <li>• Get a complete view of consumers and their purchase behaviours.</li> <li>• Learn how to target and segment multicultural audiences by location.</li> </ul>
12:30 PM	<b>MULTICULTURAL IS THE NEW MAINSTREAM: The view from the corner office</b>	<b>MODERATOR</b> <b>Guillermo Abud</b> , Head of Global Business Development & Programmatic, Batanga Media <b>THE CORNER OFFICE</b> <ul style="list-style-type: none"> <li>• <b>Jose R. Costa</b>, Driven Brands, Group President</li> <li>• <b>Dabo Che</b>, Executive Creative Director, Spike, DDB,</li> <li>• <b>Sandra Howard</b>, AVP-Advertising, AT&amp;T</li> <li>• <b>Lisa Torres</b>, President Multicultural, Publicis Media</li> </ul>	Client and agency side C-level executives. explain why multicultural has become the new mainstream.
1:15 PM	<b>LUNCH</b>		
2:45 PM	<b>DO MULTICULTURAL MEDIA AGENCIES HAVE A REASON TO EXIST?</b>	<b>MODERATOR</b> <ul style="list-style-type: none"> <li>• <b>Zachary Rosenberg</b>, President, Milner Butcher Media Group</li> </ul> <b>PANELISTS</b> <ul style="list-style-type: none"> <li>• <b>Mebrulin Franciso</b>, Senior Partner, Director of Marketing Analytics, GroupM</li> <li>• <b>Alejandro Solorio</b>, Hispanic Marketing Director, Comcast</li> <li>• <b>Gloria Constanza</b>, Partner, Chief Contact Strategist, d expósito &amp; Partners</li> <li>• <b>Alexander Traverzo</b>, Multicultural Marketing Manager &amp; Strategist, Hola</li> <li>• <b>Lucia Ballas-Traynor</b>, EVP of Ad Sales, Hemisphere TV</li> </ul>	<p>Leading practitioners will immerse themselves in the questions below:</p> <ul style="list-style-type: none"> <li>• Are Hispanic marketing and media buying justified under the total market approach?</li> <li>• Agency models for media and content development</li> <li>• The role of the media agency in the age of programmatic audience buying</li> </ul>
3:30 PM	<b>MEDIA AND TECH INNOVATORS SPEAK OUT: How they meet consumers where they are now and where they are heading next.</b>	<b>MODERATOR</b> <b>Guillermo Arduino</b> , Anchor and Correspondent, CNN <b>PANELISTS</b> <ul style="list-style-type: none"> <li>• <b>Leonor Palao</b>, Manager Brand Marketing &amp; Advertising, Oppenheimer Funds</li> <li>• <b>Benjamin Krakow</b>, Founder, Voter Guru</li> <li>• <b>Michael O'Neil</b> VP Programmatic Sales Triton Digital</li> <li>• <b>Gonzalo Alonso</b>, Managing Director Audio.Ad</li> </ul>	<p>Multicultural audiences are at the forefront of digital and mobile growth. New tech is continuously reshaping their expectations..</p> <ul style="list-style-type: none"> <li>• Streaming</li> <li>• Capturing Audience/Voter Preferences</li> <li>• Native ads</li> <li>• Programmatic audience buying....</li> </ul>



Afternoon  
SEPT. **15**

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
4:30 PM	<b>AWARD CEREMONY</b> <i>Award Ceremony</i>		Brand and agency executives from Portada's Editorial Board will announce and greet the award winners in 12 different categories!
5:15 PM	<b>SPEED NETWORKING FUNCTION:</b> <i>Meet dozens of brand marketing and agency execs.</i>	<b>INCLUDING:</b> <ul style="list-style-type: none"> <li>• <b>Emma Vélez-López</b>, Diversity Advertising, AT&amp;T Entertainment Group</li> <li>• <b>Manny Gonzalez</b>, Senior Director-Multicultural at Moët Hennessy USA</li> <li>• <b>Shirley Flores</b>, Supervisor, Buying, OMD USA</li> <li>• <b>Mara Fernanda Ordonez</b>, VP Group Partner, Coca Cola Connections</li> </ul>	Back by popular demand! After all the thought leadership and insights now it is time to make connections with decision makers at brands and agencies.
6:15 PM	<b>ROOFTOP TERRACE PARTY</b> 		Join conference attendees and speakers and have drinks and snacks while you enjoy views of the New York City skyline!

## OUR UNIQUE MIX OF CREATIVITY AND REACH IS GAINING GROUND IN LATIN AMERICA AND USA



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## Guillermo Abud

**Batanga Media, Head of Global Business Development & Programmatic**

Guillermo Abud is a global marketing and media professional with great experience across different roles in management, sales and digital media. Memo has succeeded in Latin America and the now the US working on several industries from CPG, automobile, telecommunications, QSR, travel and with fortune 500 advertisers such as P&G, Coca-Cola, Kellogg's, Kraft, Honda, GM, Continental Airlines, Expedia, & Samsung among many others. Today Memo is the Head of Global Business Development & Programmatic with the main objective of Drive the company's business growth through strategic partnerships with top agencies and advertisers.



## Shimah Akrami

**Comcast, Media Services Multicultural Marketing**

Shimah Akrami is a media marketing professional with more than 20 years of experience managing broadcast, print, OOH and digital media for blue-chip brands like Comcast/XFINITY, Coca-Cola, McDonalds, Taco Bell, Nestle, Hyundai, and Audi on both the agency and client side. She is currently a Senior Media Manager for Comcast's XFINITY brand. In the role, she oversees all Multicultural and Music efforts, combining the art and science to create integrated total market media strategies that elevates the XFINITY brand and ensuring the right message is delivered to the right audience. Utilizing data-driven insights, she strategically identifies, targets and communicates to key consumer segments through media and partnerships that best engage and leverage consumer passions and interests.



## Gonzalo Alonso

**Audio.Ad, Managing Director**

Gonzalo Alonso is a business professional with more than 10 years experience in the internet industry. He has extensive knowledge of the entire digital ecosystem and a solid background in sales management. Between 2006 and 2011 he was Business Manager of Sextageneración, one of the first 5 digital agencies to become partners with Google in Latin America. From 2011 to 2014, he was New Businesses Manager at Infobae.com, one of the region's most visited online news sites. During his last year, he occupied the position of Head of International Sales for the group's 5 portals. He also worked as a financial analyst for 3 American companies: Dow Chemical, General Electric and Monsanto. Gonzalo has been the Managing Director of Audio.Ad since November 2014.



## Guillermo Arduino

**CNN, Anchor and Correspondent**

Guillermo Arduino is a CNN Anchor and Correspondent for the CNN Networks based at the CNN Center in Atlanta. Guillermo is the anchor for CNN en Español's daily afternoon show Encuentro. He is also the host of Clix, the network's technology program, winner of a 2014 Daytime Emmy for outstanding entertainment show in Spanish. Before this, Arduino was the anchor for Mirador Mundial, the network's primetime weekend news program. For the previous 13 years, Arduino worked for CNN International (English language) as anchor and correspondent for environmental/meteorological sciences, and since 2004, hosted CNN World Report, an international news program featuring unedited reports from hundreds of news stations worldwide. Arduino also served as anchor for iReport for CNN and CNN's Global Challenges.



## Lucia Ballas-Traynor

**Hemisphere Media Group, EVP of Ad Sales**

Hispanic marketing and sales veteran Lucia Ballas-Traynor is currently EVP of Ad Sales for Hemisphere Media Group, owner and operator of five leading Hispanic cable networks in the U.S. and Latin America. With more than 25 years of experience in Hispanic Media, Lucia has built and led top Hispanic media brands across TV, digital, mobile, print, and live events. She served as Publisher of People en Español and General Manager of Galavision and MTV Tr3s. Prior to joining Hemisphere, she was co-founder and EVP of CafeMom's MamásLatinas, a bilingual online destination dedicated to entertaining and empowering Latina moms.



## Dabo Ché

**Spike DDB, Executive Creative Director**

Dabo Ché joined Spike DDB, Spike Lee's co-venture with DDB, in April of 2010. As ECD, Dabo works side by side with Spike to craft the creative vision of the agency and help clients evolve their brands into something considerable and relevant to what he has coined "The New Americana", a cultural psychographic not definable by race, age or economic status. Since joining Spike DDB, he has rebranded, restructured and reinvented the agency and helped triple the size by winning new clients such as Chevy and Cadillac. In order to maintain the Brooklyn boutique culture of the agency, Dabo guides his department to pursue "passion projects" which are developed internally or crafted for specific clients such as Brooklyn Brewery, HBO and The City of New Orleans.



## Gloria Constanza

**d'expósito & Partners  
Partner, Chief Contact Strategist**

In her position as Partner and Chief Contact Strategist, Gloria is responsible for the oversight of all media planning, buying and data analytics for the agency - from terrestrial media to digital, to non-conventional. In this role, she leads their media strategists and buying teams in developing result-driven and leading edge media programs for their clients. Gloria has over 25 years of advertising experience and she has been at the helm of some of the most remarkable media success stories for this Hispanic market. During her tenure in the industry, Gloria has managed multiple accounts and categories ranging from AT&T, Sears, Bank of America, Mazda, Procter and Gamble, Kraft, Census 2000/2010 and Amway.



## Jose R. Costa

**Driven Brands, Group President**

Jose R. Costa is Group President for Driven Brands, where he leads MAACO®, CARSTAR® and Drive N Style®. Collectively, these brands operate more than 1,100 body shops across North America and generate more than \$1.4 billion in annual system sales. Before assuming this role in October 2015, Costa was President of MAACO®. There he managed 500 automotive body shops across the U.S. and Canada. Prior to joining Driven Brands, as VP of Marketing, R&D and Supply Chain at BURGER KING®, Costa grew Latin America's EBITDA from \$50 million to \$80 million in 26 months. He was also President of COSTA IMC, a branding and interactive marketing firm focused on the U.S. Hispanic and Latin American segments. Costa has over 20 years of experience working for brands such as Young & Rubicam, Bank of America, PepsiCo and YUM Brands on both the client and agency side.



**EVERY BRAND HAS  
SOMETHING WAITING  
TO BE DISCOVERED**



**Taboola** The World's Largest Discovery Platform\*

\*Source: comScore, January 2016





## Janina Delloca-Pawlowski

**Dunkin' Brands, Brand Manager,  
Multicultural Marketing**

Janina Delloca-Pawlowski is the Brand Manager, Multicultural Marketing at Dunkin' Brands where she is responsible for strategic leadership and cross-functional partnership to integrate Multicultural insights from planning through execution throughout the various communications channels (Advertising, Promotions & Sponsorships, Digital, Media, Product Development, Brand Strategy). Her career began in advertising at Ogilvy & Mather, New York, and continued at Boston Advertising agencies such as Arnold Worldwide and Hill Holliday.



## Jeffrey Duque

**IM Studio ñ, VP Client Solutions**

As Vice President, Client Solutions of IM Studio ñ, Jeffrey Duque collaboratively plays a leading role in all aspects of Impremedia's marketing solutions service division. The goal of the IM Studio ñ is to provide agencies and brands turnkey marketing solutions and activations through own-able content and influencer marketing, helping brands become storytellers, connecting to audiences at scale and helping build brand loyalty and affinity. In two years since its launch IM Studio ñ has developed campaigns for top clients such as Lexus, Nestle, Netflix, California Lottery, Cigna, Shell, Amtrak and Pernod Ricard.



## Mebrulin Francisco

**GroupM, Director of Multicultural Marketing Analytics**

As the Director of GroupM's Multicultural Marketing Analytics unit, Mebrulin Francisco (Meb) leads a highly specialized team dedicated to unearthing consumer insights and measuring the impact of multicultural investments. The objective of this unit is to provide clients with relevant, comprehensive and trustworthy perspectives of multicultural audiences across the US while delivering best in class solutions to address key business challenges.



## Tracy Galindo

**Jewel-Osco, Marketing Specialist**

Tracy is the Managing Director of GT Universe, a boutique marketing and event activation agency, whose mission is to get retailers and brands rediscovered through the use of targeted marketing, promotional and interactive programming. Given her long-standing relationships, Tracy develops marketing, merchandising and advertising programs that have helped companies like Jewel-Osco, Albertsons, and more than 150 manufacturers achieve double-digit sales growth through strategic partnerships and positioning. Tracy's career spans close to 15 years of working closely with multicultural communities, from Univision Radio San Diego to the Mexico Tourism Board Chicago to the Ethnic Marketing and Merchandising Desks for Jewel-Osco and Albertsons.



## Zev Gollender

**Taboola, EVP Media Sales**

Zev Gollender leads Taboola's media business in North America. Zev joined the company in 2012 and built a global team of sales and account managers, helping to drive more than \$200 million in media revenue in 2014. Zev works with thousands of new and existing buyers on Taboola's media platform, including leading brands, publishers, and performance marketers encompassing the digital landscape.



## Trevor Hansen

**Motivate, CEO**

Trevor Hansen is the CEO and driving force behind Motivate. Under Hansen's leadership and direction, Motivate became the leading specialized media partner in the country for reaching today's growth markets (Multicultural, Millennial, LGBTQ, Mature, Moms and Military) through relevant social, digital and traditional media activation. Hansen credits the company's success to Motivate's core values: humility, gratitude, commitment, passion and teamwork.



## Nakesha Holley

**Uniworld, VP, Integrated Communication**

Nakesha Holley is an accomplished Media professional with over 18 years of designing media strategies for national regional, and local marketing campaigns. Prior to joining UWG, she held various media planning roles at a few well known agencies. Nakesha has worked on brands such as McDonald's, Remy Cointreau, Hillshire Farms, Choice Hotels, Eli Lilly, and BMW. Currently, she works on Ford, Lincoln, Colgate, and the Home Depot. Nakesha was recognized as one of the Top Women Executives in Advertising & Marketing by Black Enterprise Magazine in 2013 and 2015.



## Sandra Howard

**AT&T Inc., Associate Vice President-Advertising**

Sandra Howard is Associate Vice President-Advertising at AT&T Inc., the world's largest telecommunications company. Sandra leads the development of all corporate and business advertising initiatives. She is responsible for ensuring advertising best practices are incorporated across the entire AT&T enterprise, while also integrating the AT&T brand platform, "Mobilizing Your World," into the company's advertising and marketing initiatives. Sandra, who joined AT&T in 2012, began her career on the agency side before serving as Senior Director of Global Advertising and Global Consumer Insight at Burger King and as Director of Advertising/Marketing Communications for Southwest Airlines.



## Amy King

**Maxpoint, Director Product Marketing**

Amy joined MaxPoint in 2014 and directs Product Marketing, where she enjoys communicating the value of data and measurement advances for today's digital marketer. Prior to her current role, Amy led Product Marketing for Ghostery, helping companies gain better control their marketing cloud management. Before Ghostery, Amy ran a business unit for artnet.com, developing products and managing sales for a arts-focused digital data publisher.



## Ben Krakow

**VoterGuru, Co-Founder, President**

A self-proclaimed political junkie with an entrepreneurial penchant, Ben Krakow is the co-founder and President of VoterGuru a political match-making startup. Under Ben's leadership, VoterGuru has grown from a simple survey into a thriving voter education platform with thousands of users. Krakow has been featured in publications such as Inc., MediaPost, and Observer. Ben began his career at Horizon Media,



# SPEAKER BIOS

where he sharpened his digital media expertise and subsequently served as the liaison between the digital business and the technology departments.



**Boris Litvinov**  
Gravity Media, Digital Manager

Boris is a homegrown digital marketer from Gravity, one of the country's largest independent multicultural agencies. He joined Gravity in 2011 as a digital media planner for their multicultural focused accounts including DISH Network, U.S. Army (in partnership with McCann) and Caesars Entertainment. In just three years, Boris established himself as a member of Gravity's senior leadership due to his capability of building and leading a comprehensive team of planners, buyers, search and social specialists while also expanding the agency's digital portfolio to brands like Western Union, Meliá Hotels International, Affinity Health Plan and Inter Milan. Since then, Boris has developed and co-founded the industry's first ever multicultural DMP—AudienceM.



**Ronald Mendez**  
Mediacom, Managing Partner, Multicultural Lead

As Managing Partner, Multicultural Lead of Mediacom Ronald plays a key role in all aspects of the multicultural media and marketing efforts across the company's portfolio of clients. The goal of the division is to develop a cohesive strategies that is inclusive of all target segments while addressing the nuances between them for clients such as Anheuser-Busch InBev, AARP, Bayer, Subway, and Mars to name a few.

With over 20 years of experience in integrated communications Ronald has developed award winning media campaigns for clients such as Procter & Gamble, Kraft Foods, McDonald's, and Heineken USA.



**Claudia Moreno**  
Kellogg Company, Senior Manager – Multicultural Strategy

Claudia Moreno Escobar is the Senior Multicultural Strategy at Kellogg Company where she is driving multicultural digital platforms and eco-systems to engage and connect culturally relevant content to Hispanic community for Kellogg company Brands. Previous to Kellogg Claudia joins roles leading cross functional teams in Latin America and the Caribbean Region at Campbell Soup Co. and Newell Rubbermaid contributing to brand building and consumer insights, working with brands such as V8 Splash, Campbell's, Prego, Sharpie, Liquid Paper and Paper Mate. Claudia offers more than 20+ years' experience in the CPG arena with Fortune 500 global companies.



**Michael O'Neil**  
Triton Digital, VP, Programmatic Sales

As VP, Programmatic Sales & Partnerships, Mike O'Neil oversees global ad revenue creation for Triton's leading digital audio ad exchange, a2x. O'Neil actively works with Agency Trading Desks, Demand-Side Platforms & Data Management Platform partnerships around the globe. Prior to joining Triton, O'Neil was the Regional VP of Sales & Ad Operations at Westwood One & Metro Traffic. While there, O'Neil oversaw the company's Network & Traffic Ad Revenue across traditional and digital platforms.

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## Leonor G. Palao

**OppenheimerFunds, Inc., Manager, Brand & Advertising**

Leonor Palao she worked for 6 years developing media plans and creating media programs for various brands ranging in industries such as Financial, Pharmaceutical and CPG. She transitioned to the client side at OppenheimerFunds over 5 years ago to help manage the development of their media strategy, execute on media programs and to oversee the development of creative assets tied to the firm's advertising campaign. At the end of 2015, Leonor and her team launched a disruptive new campaign, "Invest in a Beautiful World" which has since won 18 accolades at the Financial Communication Society Portfolio Awards and Best Corporate Media Strategy at the Gramercy Media Strategy Awards.



## Nelson Peña

**Nestlé, Vice President Global Foods**

Nelson Peña is currently the Vice President for the Global Foods division within Nestle USA. He is responsible for the development of our international brands within the United States as well as the brand export business. Before this role he was the Country Manager for Puerto Rico. Nelson led the Puerto Rico Office, he was responsible of the local business, government and customer relationships and the integration with Nestlé USA under the new business model where terms, trade and customer conditions were aligned to the US business. Also, he was responsible for implementing the changes in the local organization to ensure business continuity of the market.



## Nelson Pinero

**GroupM Multicultural  
Senior Partner, Senior Digital Director**

Nelson began his career in marketing and advertising at DMB&B(Starcom Mediavest). From there, he moved to Dentsu where he managed media planning for Canon Digital Cameras and Computer Solutions for over 3 years. He moved onto his longest period, working on Sprint at Mindshare, where he joined the digital team to lead geo-targeted and behavioral targeting and as well as early adoption of programmatic solutions. He joined MEC in December 2014 to provide key clients and agency teams target relevant opportunities within several categories/accounts including retail (IKEA), QSR (KFC), and travel (Marriott). Nelson Pinero continues his a passion for finding culturally nuanced digital solutions that enhance message delivery among multicultural audiences. His new role as Multicultural Digital Director at GroupM will assist negotiations with key digital partners within programmatic, video, social and search.



## Leyda Reyes-Rodriguez

**Maxus, Partner, Multicultural Director**

As Multicultural Director at media group Maxus, Leyda is passionate about cultivating multicultural expertise within the agency. Since joining Maxus in 2013, she's helped a broad range of clients, including Nestlé, Purina and NBC Universal, launch results-driven Hispanic campaigns and first-to-market opportunities. Previously, she served as Connections Associate Director at MV42°, where she led strategy development and account management for the MasterCard, Wendy's and Walmart businesses. Before joining MV42°, Leyda was an Associate Director of Strategy at OMD Latino, managing the McDonald's account and overseeing Hispanic media planning across multiple categories and clients.



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## Maria Cristina Rios

**Macy's, National Director of Multicultural Strategy**

Maria Cristina Rios is the National Director of Multicultural Strategy for Macy's Marketing. In this role, she develops and directs business driving opportunities to capitalize on the growth of Latina, Black, Asian and LGBTQ customer segments. Using data-driven insights to better understand the Macy's customer, she develops marketing strategies that engage and retain the multicultural consumer. With 15 years of experience in the retail industry, Rios brings a wealth of experience in building partnerships within the Macy's organization and externally to increase outreach to multicultural consumers. Rios began her career in Houston, TX, at Foley's, a May Company department store, and—after various organizational changes—landed at the Macy's New York headquarters.



## Zach Rosenberg

**MBMG, President**

Zach began his career 30+ years ago in account management on the full service agency side working at JWT, DDB and Chiat/Day. While at Chiat/Day in the early '90s, Zach was selected to be a part of Jay Chiat's prestigious "Agency of the Future" task force, which helped to create the virtual office, a concept that was far ahead of its time. After a decade on the creative agency side and foretelling a wave of media specialization, Zach joined Western Media (now Initiative) in 1995 as SVP, Group Account Director to manage Walt Disney business spanning multiple divisions of the company. Zach joined Horizon in 2000 as EVP, General Manager and led the West Coast operation for 11 years before being elevated to Chief Growth Officer for the entire agency. During Zach's tenure, he helped catapult the agency into the largest privately held media services agency in the U.S. Zach joined MBMG, a 13 year old agency as President in late 2015. MBMG is a full service media agency with experience in a wide range of categories including insurance, auto, retail, gaming and destination and is currently the 2nd largest buyer of national TV out of the West Coast.



## Stephanie Shannon

**Verizon, Culture and Segment Strategist**

Chicago native and current New York City resident, Stephanie has pioneered cultural strategy across challenging industries with a penchant for teaching the elephant to dance. Currently leading Cross Cultural Engagement for Verizon, Stephanie has a passion for the intersection of the art and science of lifestyle marketing. She recently joined the Verizon team, after 4 years of brand marketing at PepsiCo focusing on cultural strategy, digital engagement, branded content, and music partnerships.



## Alejandro Solorio

**Hispanic Marketing Director, Comcast**

Alejandro Solorio is Hispanic Marketing Director at Comcast based in Philadelphia. Until very recently Solorio worked at Brown Forman, where he led the Multicultural brand strategy for the Jack Daniel's Family of Brands. Solorio has over 15 years of marketing experience working with Multicultural consumers from the client, agency and media sides. Prior to Brown-Forman, Solorio worked for Elemento L2 where he served as Marketing, Brand Strategy and Business Development Director. Previously, he was Marketing Manager for Chicago Tribune's Hoy.



## Randy Stockdale

**Solex Marketing Solutions, CMO**

Bilingual & bicultural International marketing executive with extensive experience in general management, global marketing, US-Hispanic advertising, B2B/B2C, retail, CPG, financial services. Unique background has enabled to effectively manage and lead within multicultural and multilingual business environments. Dual citizenship in the US and Mexico. Fluent in English and Spanish, and semi-fluent in Portuguese.



## César Taveras

**Rosetta Stone, Online Marketing Manager - U.S. Hispanic Market**

Cesar Taveras is the Head of Multi-Cultural Marketing at Rosetta Stone where he leads all marketing efforts to US Hispanics and LATAM consumers. He is responsible for managing all digital and offline media spend as well as developing and executing strategies to create awareness, generate interest and drive web and call center sales.



## Lisa Torres

**Publicis Media, President, Multicultural, US**

As President of Multicultural, US, for Publicis Media, Lisa Torres is responsible for providing leadership around Publicis Media's state-of-the-art strategies which are geared towards multicultural consumers. Prior to her current position, Lisa served as the President of ZO Multicultural since 2011, handling \$350MM in media billings. Lisa worked directly with Zenith and Optimedia's client strategy and investment teams to provide integrated and disciplined multicultural expertise to their clients.



## Alex Traverzo

**HOLA! USA, Marketing Director**

As the newly appointed Marketing Director at HOLA! USA, Alex oversees integrated marketing efforts on behalf of client brands as well as initiatives to support the U.S. print and digital launch of the HOLA! brand. Prior to his current role, he served as the Associate Director of Integrated Marketing for Time Inc.'s People en Español brand where he led pharmaceutical strategy development as well as the Procter & Gamble account. He has dedicated two decades to working in Hispanic marketing and advertising, and worked for over 15 years at multicultural agencies including Y&R/Bravo, Grey/WING, Publicis/Bromley, and Prime Access. Alex's experience includes brand strategy, consumer research, segmentation, localization of global strategy, and multi-agency team integration. While working in account management he led teams in a variety of categories such as consumer health care, beauty, food and home care products for several Fortune 500 companies including Colgate-Palmolive, Procter & Gamble, Wyeth/Pfizer, Unilever, Georgia-Pacific and McNeil Nutritionals.



## Andrew Benfer

**Whistle Sports, Director, Brand Partnerships**

Andrew Benfer is the Director of Brand Partnerships at Whistle Sports, which is the first pro sports-entertainment network specifically designed for the next generation of fans and athletes. With over 250 million global subscribers, Whistle Sports is bridging the gap to a new generation of sports fans. Prior to joining Whistle Sports, Andrew has held posts at mitú, BBDO and Global Team Blue and delivered campaigns for Visa's 2014 Olympics, the Bud Light's sponsorship of the World Cup and the NFL.



## Stephanie Borges

**Six Flags, VP, North America Strategic Marketing & Partnerships**

Stephanie E. Borges became the Vice President, North America Strategic Marketing & Partnership in January 2016 where she oversees the company's National and international sponsorship and marketing partnership team which includes responsibility of revenue generation relating to Six Flags TV & Digital OOH networks, national retail promotions, special event sponsorship and consumer product licensing. Stephanie became part of the the Six Flags team in 2009. Prior to joining Six Flags, Ms. Borges was a Director at IMG, now IMG-WME, the global leader in sports, entertainment, fashion, and events and with the USTA – United States Tennis Association.



## Edgardo Carias

**El Jimador Tequila – NAR (North American Region), Sr. Brand Manager**

Edgardo Carias is a marketing professional with over 17 years of experience in the alcohol beverage industry. He has worked at all levels of the industry from local promotions to national brand management. He has extensive experience working with multicultural consumers as well as total market. Mr. Carias has also led the sports marketing efforts for Jack Daniel's Tennessee Whiskey, el Jimador Tequila and several other nationally distributed brands. He is experienced in sports partnerships from a local level to national league agreements, having worked with soccer, hockey, baseball and basketball teams and leagues.



## Dominic Curran

**Synergy USA, CEO**

Dominic Curran is CEO of Synergy USA, having rejoined the business as a former MD of Synergy UK. In between, he was Bacardi's first ever Global Sports Director, responsible for the strategy and activation of sports partnerships across the brand portfolio from F1 to soccer. Dominic is a passionate believer in sport's power to connect brands with consumers—especially millennials—and is a regular panelist and international media contributor on the subject.



## Karina Dobarro

**Horizon Media, VP Managing Director of Multicultural Brand Strategy**

Karina is the newly appointed Multicultural Brand Strategy lead at Horizon Media responsible for the development of multicultural campaigns across our client roster. She came to us from GroupM where she spent the last six years. Most recently as the Multicultural Managing Director at Mindshare managing some of their biggest clients such as Unilever, Bacardi, and Kimberly Clark. Karina brings with her great communication planning skills and a deep knowledge of the US Hispanic market and its Consumers. Prior to GroupM, Karina worked at the Vidal Partnership Group for over four years managing The Home Depot media planning and buying unit. While there, she also had the opportunity to work on Kraft Foods, Ketel One and new business development.



## Camilo Durana

**Soccer United Marketing (SUM), Vice President of Property & Commercial Development**

Camilo Durana is Vice President of Property & Commercial Development at Soccer United Marketing (SUM), the properties division of Major League Soccer (MLS), leading the creation of marketing solutions for a portfolio of sponsors comprised of 40+ top global and domestic brands. He also spearheads the commercial development of SUM properties, which include MLS, U.S. Soccer, Mexican National Team, CONCACAF competitions and Copa America Centenario 2016. In his previous role at Anheuser-Busch InBev, he oversaw the Budweiser brand's global sports and entertainment portfolio.



## Maria Teresa Garcia-Rosell

**Anheuser-Busch-InBev Senior Director for Bud Light**

Maria-Teresa Garcia-Rosell is a strategic brand marketing professional with deep consumer understanding and brand expertise built through her tenure in multinational consumer product goods companies in the U.S. and Latin America, such as Unilever, Diageo and Anheuser Busch - Inbev. She has an MBA from The University of Chicago and since graduating has managed consumer brands across different industries such as personal care, foods & beverages and luxury spirits. Throughout her career, Maria-Teresa has developed an expertise in consumer brand management, lifestyle and sports marketing and in the U.S. Hispanic consumer. She is currently Senior Director for Bud Light at Anheuser Busch – Inbev.



## Javier Delgado-Granados

**The Coca-Cola Company Group Director, Multicultural Marketing**

Javier Delgado-Granados has 20 years of experience in marketing retail and packaged goods targeted at multicultural audiences. He has a track record of successfully developing marketing, advertising and promotional strategies that not only connect with the consumer in a culturally relevant manner, but also deliver quantifiable business results. Prior to joining The Coca-Cola Company in January 2016, Javier held the role of Director of Marketing and Advertising at Walmart, driving consumer programs focused on Multicultural consumers for the Walmart US operations. Javier was the



Marketing Manager at Dr Pepper Snapple Group where he was responsible for brands such as Dr Pepper, 7UP, Clamato and Squirt, among others. He is a veteran of the Hispanic advertising and communications industry having held various key roles at agencies including DRAFTFCB, The Vidal Partnership, Casanova Pendrill and Dieste, Harmel, & Partners.



## Kyle Harris

**The Mundial Group, Executive Vice President**

Kyle Harris has an eclectic mix of operational experience in early stage technology investing, global marketing, analytics and media. He is currently the Executive Vice President of the Mundial Group. He began his career in sports marketing having founded Sports Directions, which created custom print products for surfing and College Football Bowl games. Kyle has sold F-18s for the US Navy, and run global marketing for the NYMEX crude oil contract. In the technology sector, he was COO of a retail analytics company serving 25,000 locations like Nike Retail and Supervalu, and in media most recently was President of a company creating patented psychographic profiling software for the ecommerce and media industry which was ultimately acquired by an foreign advertising company. He is responsible for strategic partnerships and business development while also leading Mundial Ventures, a Hispanic focused ad tech and media investment vehicle.



## Edwin Hincapie

**Heineken USA, Multicultural Marketing Manager**

Edwin Hincapie is the Multicultural Marketing Manager at Heineken USA. He oversees multicultural shopper marketing initiatives across the Heineken portfolio of brands which include Heineken, Dos XX, Tecate and Red Stripe. He provides strategic direction and develops go to market plans focusing on Hispanic, Asian, African American and millennial shoppers. He joined Heineken USA from Geometry Global where he served as SVP, Multicultural Marketing. In that role, he was responsible for leading the multicultural marketing initiatives and program development across Heineken & Tecate brands in the US. As well as working on client efforts in the Latin America and Caribbean region.



## Darren Marshall

**rEvolution, EVP, Consulting and Research**

At rEvolution, Darren brings groundbreaking research and real-working insights to the forefront of the sports marketing industry. An Oxford graduate, who became an American in Connecticut, Darren relies on more than 25 years of sponsorship and brand research expertise to deliver the industry's most effective, business building sponsorship research models and advice for companies and brands. Clients from Seoul and London to New York City, seek his recommendations on everything from global sponsorships to local team deals. When he is not advising brands, such as Chipotle, Samsung and YouTube, he can be found cheering on Arsenal and the Patriots.



## Neha Misra

**MBuy, Vice President, Strategy and Analytics**

Neha's expertise lies in building and supporting marketing processes with measurement frameworks and KPIs to evaluate returns across paid, owned, and earned media, and also working as a key leader for usage/enhancement of technology and data platforms. Her previous role at Starcom MediaVest Group as Associate Director (Planning & Analytics) required an acute understanding of media mix modeling, advanced customer analytics, programmatic media, and attribution platforms. Her experience spans across various verticals including Financial Services, Technology, CPG, FMCG, Tourism, and Education, working with clients like American Express, Starbucks, Verizon, UCLA, Honda, and Nike. With more than ten years of experience in customer analytics and testing complex marketing campaigns, she also identifies new and emerging technologies to continuously keep clients at the forefront of media/industry trends.



## Alice Ovadia

**TruMC, VP, Brand Media & Strategy**

Alice has 15 years of experience in the US multicultural space in both Hispanic and African American media, strategy and planning. During her time at TruMC, she has led Hispanic media planning efforts and insights development for MetroPCS, helped launch Saludmovil.com and drive new business acquisition. Prior to joining Tru, Alice was a Planning Director at Dieste handling consumer planning and strategy for Hershey's, TXU and REI. Before that she was an Associate Director at SMG and Mediavest in New York, two of the leading media agencies working on accounts such as P&G, Kraft, Walmart and Mars.



## Jonathan Patton

**H Code Media, VP of Sales & Partnerships**

Jonathan is the Vice President of Sales at H Code Media, a digital marketing platform that connects agencies & brands with US Hispanics. Additionally, Jonathan co-founded a social fitness community, Electric Flight Crew, sits on the board of a few non-profit organizations that work closely with the NFL & NBA, guest lectures at Pepperdine University's Graduate School of Business & Management, and is a graduate of UCLA.



## Eduardo Pérez

**PM3, Partner**

Eduardo Pérez is a founding Partner of PM3. Eduardo, along with a business partner launched PM Publicidad (now PM3) in 2003 and has led the Hispanic marketing and advertising agency's growth from scratch to being one of the top 20 Hispanic advertising agencies in the U.S. Eduardo's professional background prior to starting PM Publicidad was primarily on the client side, mostly with Astral Group (now Fluidra), a Barcelona-based multinational. He has served on the Board of Directors of several non-profits, as well as on the Board of Atlanta Advertising Club and the Orange County Ad Federation. Currently Eduardo is on the Advisory Board of the Florida State University College of Communications and Information as well as the Advisory Board of the FSU Center for Hispanic Marketing.





## Joshua Spiegelman

**Mindshare, Managing Director**

As Managing Director of Mindshare Spotlight, Josh drives sports and entertainment partnerships for clients across Mindshare's New York region. He works directly with brands, leagues, media properties, and more to negotiate everything from sponsorship deals to athlete endorsements to product placement, experiential platforms, and nonprofit partnerships. Prior to this role, Josh served as Group Category Director for Mindshare's work with Unilever, overseeing strategic planning for their portfolio of deodorant brands (including Axe, Degree Men, Degree Women, and Dove Women). Before that, he oversaw planning for Unilever's skincare brands (including Axe, Vaseline, Caress, Suave, Lever 2000, and Ponds). Prior to joining Mindshare, Josh also held roles at PHD and MediaVest.



## Michael Tribolet

**YipTV, Inc., Chairman, Co-Founder, & CEO**

Michael Tribolet is a result driven entrepreneur with extensive experience in building & selling fast growth high-tech small business, enterprise networks and consumer based businesses. His competency includes administration, business development, customer care, marketing, operations, sales, strategy and overall management of companies. With over 20+ years' experience building privately and publicly owned companies with cross border operations, Michael has been instrumental in developing strategy and achieving the tactical milestones necessary to manage company growth. Most recently, Michael served as CEO/Managing Director of

ACN Europe, where he was responsible for \$500M+ Annual Revenues in direct marketing sales of telecommunications, broadband and energy products. Prior to ACN, he was brought on to serve as President at VONAGE growing the company to 2.6 million paying customers increasing revenues from \$2M – \$900M in less than 5 years. Michael participated in the raising of \$1Billion dollars during his tenure at Vonage and responsibilities included overseeing sales, marketing, customer care and a variety of operational functions such as system operations & applications management, carrier relations, network operations, logistics and quality assurance.



## Andy Wasef

**ESP Properties, Managing Director, Digital & Consulting Strategy**

Andy is a commercial and communications expert with a specialty in digital media, marketing technology platforms and innovation. He runs the consulting division of ESP Properties (a GroupM & WPP company) in North America, where he helps bring together a deep understanding of digital platforms, media and brand partnerships to drive commercial strategies for sports and entertainment rightsholders. He also is responsible for ESP Properties product development and has extensive experience helping build out and commercialize digital (including OTT) platforms. Prior to his role with ESP Properties, Andy was Head of Innovation, Technology and Global Product Development for MEC, where he spent 11 years working in the U.K. and U.S. across domestic and global assignments for clients such as Paramount Pictures, AT&T, Chanel, Orange, Colgate Palmolive and Marriott International.

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**¡HOLA! Magazine, founded in 1944**, has become one of the world's leaders in its field. Its long history publishing the best celebrity and royalty photographs has made it an international icon for glamour, informative accuracy and good quality. The Spanish media company HELLO! & ¡HOLA! Media, Inc. publishes over 30 international editions from the U.K. to the Philippines, in 9 different languages, that reach more than 25 million readers every week, alongside 8 websites that have more than 20 million monthly unique visitors and a broadcast channel with over 14 million viewers.

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**H Code Media** is the leading US Hispanic digital marketing platform, and was formed to better connect agencies and brand advertisers with US Hispanics. We reach them by bringing together targetable data, the right inventory and optimized creative. Through our platform we can more effectively reach US Hispanics than anyone else. We have a proprietary data set of 15 Million+ US Hispanic consumers daily, with the largest US Hispanic native video network. We're currently ranked #4 on comScore's total Hispanic audience.



**Hemisphere Media Group** owns and operates five leading Hispanic cable networks in the U.S. and Latin America: Cinelatino, the leading Spanish-language movie channel featuring the most contemporary Spanish-language box office hits; WAPA, Puerto Rico's highest-rated broadcast television network; WAPA America, the leading U.S. cable network targeting Puerto Ricans and Caribbean Hispanics, featuring 75+ hours per week of original news and entertainment programming; Pasiones, a leading network featuring the best telenovelas and drama series; Centroamerica TV, the leading network for Central Americans with the most popular news, entertainment and soccer programming from Central America; and Television Dominicana, the top network for U.S. Dominicans, featuring the most popular news, entertainment and baseball programming from the island.



**VidaLatina.com** is The Mundial Group's source for lifestyle content serving adult Hispanics. VL features programming for and by influential adult Latino and a new generation of Latino storytellers with the access and huge reach of Mundial's network. Vida Latina's full spectrum of programming covers; lifestyle, celebrity, culture, music and docuseries. We provide brands a single, comprehensive platform for accessing the Hispanic in language with powerful, entertaining content. Additionally, VL has its own production studio which creates powerful brand integrated content leveraging Mundial's 16 years of experience in the Hispanic market.



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