



PortadaLat 2016

Two day event of leading content, market intelligence and networking opportunities

JUNE 8-9, 2016, HYATT REGENCY MIAMI | #PORTADALAT

8th Annual LATAM

#PortadaLat

Advertising and Media Summit

June 8-9, 2016



DATA MARKETING FORUM

Wednesday June 8, Ibis Room

NEW!

TRAVEL MARKETING SESSION

Thursday June 9, Ibis Room

PROGRAM HIGHLIGHTS

- C. 2016 Portada Latin American Advertising and Media Awards
- D. Agenda: Data Marketing Forum, June 8
- E. Agenda: PortaLat 2016
- J. Their Story: Speaker and Panelist Bios
- Q. Sponsors & Partners

SPONSORS

LEADER SPONSOR PLUS



LEADER SPONSOR



DISTINGUISHED SPONSOR



ATTENDEE BAG SPONSOR



BADGE SPONSOR



SPECIAL NEWSROOM SPONSOR



OFFICIAL WIRE SPONSOR



brandnetworks

Simplify Social Advertising Data Automation

Learn how Brand Networks' award-winning software and services can help you create, publish, analyze, and optimize your advertising across social channels.

One powerful platform to help you reduce wasted ad spend, improve performance, and win new business.



Get started by visiting us at our booth, or at www.bn.co

LATAM ADVERTISING & MEDIA AWARDS



AND THE FINALISTS ARE...

Top Marketer To Latin American Audiences

- Anita Timotheo - Sandoz Latin America
- Elizabeth Perez, Portfolio Marketing Director Latin America, Kellogg Company
- Edgardo Tettamanti, SVP Marketing LAC, MasterCard

Top Latin Online Video Campaign

- UFC 193 Halloween/Wikot
- Peugeot/Global Mind
- Palace Resorts/Ariadna

Top Panregional Advertising Campaign

- Alcatel ONE TOUCH #DaleLaVuelta / Wikot
- Quaker State/ BBC Worldwide Latin America & US Hispanic And Zed USA
- Mastercard / Universal McCann

Top Latin American Digital Innovator

- Sociomantic Labs
- SocialPubli.Com
- LATINON

Top Content Provider To Latin American Audiences

- La Voz Media Group
- BBC Worldwide Latin America & US Hispanic And Zed USA
- HOLA! USA

Top Latin American Digital Media Agency

- Global Mind
- Wikot
- Ariadna

Top Latin American Media Buying Agency

- Initiative
- Havas Media
- OMD LATIN AMERICA

Best Use Of Data In A Marketing Campaign

- Posthaus/ SocioMantic Labs
- The Huggies Hug Chain
- Banco Macro/Headway

Top Panregional Marketing And Media Professional

- Carly Bellis, Founder, Impaktu
- Ismael El-Qudsi, CEO, Social Publi
- Fernando Monedero, Managing Director, IPG Mediabrands

Top Travel Marketing Campaign

- CVC And Sociomantic Labs
- Palace Resorts/Ariadna
- Marriott's "Love Travels", LatinWorks

Top Panregional Integrated Advertising Campaign

- Brown-Forman, Jack Daniel's / Agency: J. Walter Thompson San Juan
- Nikon/Initiative
- Quaker State/ BBC Worldwide Latin America & US Hispanic And Zed USA

Top Latin Content Marketing Campaign

- BBC Worldwide Latin America & US Hispanic And Zed USA
- Kellogg's Granola / Canal Sony
- Aloft Hotels/M8

Finalists are the top 3 most voted nominees per category. Portada's Award Jury then will cast the final votes. Winners will be announced at Portada's Award Ceremony on June 9, 2016. The Award Winner with most votes of the 12 categories is the 2016 Grand Winner.

NEW BREAKOUT SESSION: DATA MARKETING FORUM

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
9:15 AM (IBIS Room)	VIP Breakfast - Invite Only		Sponsored By: GRAVITY4 Make Your Brand Limitless
10:15 am (Ashe Auditorium Foyer)	REGISTRATION: DAY 1		Register and meet fellow PortadaLat attendees
DATA MARKETING FORUM 10:45 am (Breakout Room)	THE IMPERATIVE: <i>The use of Analytics to increase Multicultural Marketing Efficiency. A primer</i>	PRESENTER: Mebrulin Francisco , Partner, Director Marketing Analytics Multicultural, GroupM	While Latin audiences over index in tech usage, the brand marketers targeting them often lack modern marketing analytics. Learn: <ul style="list-style-type: none"> • How combining qualitative and quantitative data can deliver a holistic view of Hispanics • What is Hadoop? • Big Data vs. Small Data
DATA MARKETING FORUM 11:15 am (Breakout Room)	HISPANIC CONSUMER: <i>Defining, Reaching and Connecting with Hispanic Audiences</i>	MODERATOR: Mebrulin Francisco , Partner, Director Marketing Analytics Multicultural, GroupM PANELISTS: <ul style="list-style-type: none"> • Ana Crandell, Group Account Director, OMD Multicultural • Oscar Padilla, Senior VP of Marketing and Digital, Pulpo Media • Yamilet Bermudez, Media Operations Director - IPG Mediabrands 	<ul style="list-style-type: none"> • How Big Data is reshaping the understanding of the Hispanic consumer. • Benchmarks: How brands need to figure out internally how to measure their success against the Hispanic audience.
DATA MARKETING FORUM 12:00 pm (Breakout Room)	Off-line Analytics and Digital Precision	A conversation between: Francisco Morillo , Digital Marketing Manager, Xoom , in conversation with Jose Luis Valderrama , CEO and Founder, Hispanic Group	Learn from brand and agency partners reaching out to the Hispanic consumer how location and “off-line” analytics are transforming digital marketing.
12:45 pm (Auditorium Foyer)		BREAK	Take a break and visit the exhibitors in the auditorium foyer,

AGENDA JUNE 8

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
2:10 pm <i>(Ashe Auditorium)</i>	LATAM SUMMIT KICK-OFF	PRESENTERS: Ximena Cassab , Editor/Writer Portada (MC) Marcos Baer , Publisher, Portada	Opening Remarks
2:15 pm <i>(Ashe Auditorium)</i>	A CMO DISSECTS GLOBAL TRAVEL MARKETING TRENDS: <i>Sharing insights about marketing 4,100 hotels in 100 countries.</i>	KICK-OFF Fireside Chat: Dorothy Dowling , Chief Marketing Officer, Best Western® Hotels & Resorts in conversation with Adam Singolda , CEO & Founder, Taboola	Dowling recently was selected by Forbes as the #18 CMO in the world and #3 female CMO. The view from the top and the role of content marketing.
3:00 pm <i>(Ashe Auditorium)</i>	NEXT GENERATION MARKETING CHANNELS IN LATIN MARKETS: <i>The Next Stage</i>	MODERATOR: Carlos Espindola , E-hub Manager Latin America, 3M PANELISTS: <ul style="list-style-type: none"> • Andres Franklin, Director Latin America, Sojern • Anthony DeMaio, VP of Global Advertising, The Washington Post • Johan Garcia, Growth Hacker / Performance Manager, Open English 	Marketing and content distribution technologies have taken Latin America by storm. Global and Latin American marketing and Media Players will spot the new trends that are already shaping the ecosystem.
3:45 pm <i>(Auditorium Foyer)</i>	COFFEE BREAK		Chat with friends and prospects.
4:15 pm <i>(Ashe Auditorium)</i>	SHAPING THE FUTURE OF PANREGIONAL MARKETING: <i>The Role of Miami</i>	MODERATOR: Marcos Baer , Publisher Portada PANELISTS: <ul style="list-style-type: none"> • Yazmid Aguilar, Sr. Marketing Communications Mgr LATAM, Jarden Consumer Solutions • Alfredo Pedrosa, Director of Panregional Ad-Sales, Sony Pictures Entertainment • Fernando Monedero, Managing Director, Miami, MediaBrands, • Benoit Wirz, Director Venture Investments, Knight Ventures 	<ul style="list-style-type: none"> • New technologies, currency devaluations and economic fluctuations are constantly redefining panregional marketing and the role of Miami as a Latin marketing center. Experts will answer questions including: • How can Miami add value to the future of panregional marketing? • Localized vs. centralized marketing strategies. How can they best complement each other?
5:00 pm <i>(Ashe Auditorium)</i>	CASE STUDIES IN RETAIL BRAND COMMUNICATIONS	MODERATOR: Gustavo Garcia EVP, Regional Managing Director, Ariadna PANELISTS: <ul style="list-style-type: none"> • Juan Guillermo Restrepo, Digital Marketing Manager, Fallabella • David Fierro, VP Retail Bank Marketing, Banamex 	New insights into how major Latin American retailers profit from online and offline marketing synergies. Case studies from a Mexican retail banking giant and a major Colombian retailer.
6:00 pm <i>(Riverwalk Terrace)</i>	EVENING PARTY	Enjoy drinks and snacks while overlooking Miami's wonderful Bay.	

SPECIAL TRAVEL MARKETING SESSION BREAKOUT SESSION ROOM

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
TRAVEL MARKETING PANEL 11:15 am <i>(Breakout Room)</i>	MARKETING LATIN AMERICAN TRAVEL DESTINATIONS IN THE U.S.	<p>INTRODUCTION BY: Ximena Cassab, Editor/Writer, Portada (MC)</p> <p>MODERATOR: Emilio Sanchez, Business Development Director, Efe Americas</p> <p>PRESENTERS:</p> <ul style="list-style-type: none"> • Carlos Orta, VP Corporate Affairs, Carnival Corporation & PLC. • Montserrat Santaella, International Promotion Manager, Grupo Posadas • Jose Luis Carrete, Digital Officer, City Express Hotels 	<p>U.S.citizens annual travel to Latin America and the Caribbean dwarfs other destinations like Asia and Europe.</p> <ul style="list-style-type: none"> • Learn how critical Latin American travel brands are profiting from the opportunity. • The role of the U.S. Hispanic market.

Descarga las apps de

AXN

¡y ponte al día con lo más reconocido y exitoso de Hollywood!

CONTENIDO DISPONIBLE CUANDO QUIERAS Y DONDE QUIERAS
IDIOMA ORIGINAL + SUBTITULADO

Download on the Mac App Store | GET IT ON Google Play

Sony Entertainment Television, Canal Sony and AXN are registered trademarks of Sony Pictures Entertainment Inc. "Sony" and its related marks are the trademarks of Sony Corporation. "Grey's Anatomy" is a registered trademark of Sony Pictures Communications Inc. All rights reserved. Android, Google Play, and the Google Play logo are trademarks of Google Inc. "AXN" and the AXN logo are trademarks of Axn Inc. Registered in the U.S. and other countries. The App Store and the Mac App Store are trademarks of Apple Inc.

AGENDA JUNE 9

TIME	GENERAL THEME	SPEAKERS	DESCRIPTION
8:15 am <i>(Ashe Auditorium Foyer)</i>	REGISTRATION: Day Two		
8:45 am	BREAKFAST		Start the day with a coffee. Check out the PortadaLat agenda and visit the exhibitors!
9:00 am <i>(Ibis Room)</i>	VIP Breakfast - Invite Only		Sponsored By 
9:30 am <i>(Ashe Auditorium)</i>	WHY TV AND SOCIAL MEDIA NEED TO BECOME FRIENDS: <i>Couple's Therapy</i>	MC: Bob Oliva , Business Development Director, Portada MODERATOR: Cynthia Evans , Director Insights and Analytics, Latin America, Group M PANELISTS: <ul style="list-style-type: none"> • Adriana Grineberg, Head of Operations Miami, Facebook • Carlos Leal, Sr. Consumer Marketing Manager, Nestle • Alfonso Cueto, Sr. Director Ad-Sales Latin America, ESPN 	Latin American media plans are not complete with cable media buys only. Neither are they with social media only. The challenge lies in connecting all the dots and develop integrated offline and online communication packages. What needs to be done and how...
10:15 am	ONLINE VIDEO: THE BUSINESS OF BRANDED CONTENT	MODERATOR: Alejandro Rosado , VP, Content Creative Director Latin América, Publicis One PANELISTS: <ul style="list-style-type: none"> • Jorge Rocha, Digital Director/Mobile Lead Latin America, Starcom MediaVest • Luiz Schmidt, Head of Marketing, Latin America & Caribbean and Jack Daniel's Center of Excellence Emerging Markets, Brown Forman • Alexander Ospina, Influencer/Instagram Sensation 	
11:00 am	CREATING STRONG BRANDS: Fighting Commoditization in Travel Services	Maya Kosovalic , Head Of Media, Digital Communications And E-Business, L'Oréal PANELISTS Rolando Aedo , Chief Marketing Officer, Greater Miami Tourism and Convention Bureau Ismailis Mendoza , Senior Manager of Marketing and E-Commerce, Marriott International Lara Migliassi , VP, Global Brands – Hyatt Zilara, Hyatt Ziva, Hyatt Residence Club & Hyatt Branded Residences, Hyatt	Price can't be the only criteria for consumer travel choices. -Learn from major travel brands how to grow brand equity and fight commoditization. - Seamless travel experiences. - Customer trust: What builds and destroys trust in the mobile and data age.
11:45 am <i>(Ashe Auditorium Foyer)</i>	COFFEE BREAK		

AGENDA JUNE 9

<p>12:20 pm <i>(Ashe Auditorium)</i></p>	<p>FROM DIRECT SELLING TO SOCIAL SELLING: Avon's case</p>	<p>A FIRESIDE CHAT BETWEEN: Rebeca Ricoy, Digital Strategies Sr. Manager NoLA, Avon, in conversation with Kyle Psaty, Director of Product Marketing, Brand Networks</p>	<p>Avon is the second largest direct selling company in the world with more than 6.4 million representatives. Learn how the personal care and beauty giant is using social media marketing to complement the efforts of its direct sales force. Social marketing/Social selling and more.</p>
<p>1:15 pm <i>(Riverfront South Hall)</i></p>	<p>LUNCH BREAK</p>		<p>Enjoy a great lunch and get to know fellow attendees.</p>
<p>2:35 pm <i>(Ashe Auditorium)</i></p>	<p>L'OREAL'S CONTENT MARKETING REVOLUTION: <i>How the beauty giant now markets to the evolving Latin American woman.</i></p>	<p>INTRODUCTION BY: Leticia Ganem Alarcón, Commercial and P&R Director, iHOLA!</p> <p>PRESENTATOR: Patricia Aragón León, Digital Marketing Manager, L'Oreal México</p>	<p>Hear from the executive who leads L'Oreal's content marketing in Spanish-speaking Latin America how:</p> <ul style="list-style-type: none"> • L'Oreal adapted its organizational structure to develop more efficient content marketing strategies • Content is scalable throughout the Americas and still locally relevant • The latest in content amplification • How Loreal's paid media efforts relate to content marketing.
<p>3:30 pm <i>(Ashe Auditorium)</i></p>	<p>LATIN TECH INNOVATORS SPEAK OUT</p>	<p>MODERATOR: Nicolas Berardi, Managing Director, Accelerated Growth Partners</p> <p>PANELISTS:</p> <ul style="list-style-type: none"> • Vanessa Gonzalez, Managing Director, Latin America, OMG Digital • Mary Redondo, Managing Director, Havas Sports and Entertainment • Hernan Rodriguez, VP Latin America, Gravity4 • Christian Acosta, Influencer, Recording Artist, Actor • Jose Luis Perez Rodriguez, Performance Marketing Manager, Volaris • Guillermo Morrone, VP Head of Global Consumer and Priceless Cities Content Strategy, MasterCard 	<p>The growth of digital and mobile continues to reshape consumers' expectations. The shift to creating more interactive experiences is well under way. Hear innovators discuss how they're realigning to meet consumers where they are now and where they are heading next!</p>
<p>4:15 pm <i>(Ashe Auditorium)</i></p>	<p>AWARDS PRESENTATION</p>	<p>After a long nomination and voting process PortadaLat's 12 Award winners will finally be announced.</p>	<p>Celebrate the best in Latin American Marketing Media and Tech Innovation.</p>
<p>5:00 pm <i>(Riverfront South Hall)</i></p>	<p>SPEED NETWORKING FUNCTION</p>	<p>Top Brand Marketers and Media Agency Executives will be leading PortadaLat's popular Speed Networking Tables.</p>	<p>Get to know the main players among brand marketers and agencies targeting Latin American audiences.</p>
<p>6:30 pm <i>(Riverwalk Terrace)</i></p>	<p>FAREWELL DRINK</p>		<p>Enjoy a relaxing moment after 2 days of many new insights and a myriad of new connections!</p>

SPEAKER BIOS



CHRISTIAN ACOSTA

INFLUENCER, RECORDING ARTIST, ACTOR



ROLANDO AEDO

EXECUTIVE VICE PRESIDENT & CHIEF MARKETING OFFICER, GREATER MIAMI CONVENTION & VISITORS BUREAU

Rolando Aedo has been a senior staff member of the Greater Miami Convention & Visitors Bureau (GMCVB) since 1994. As Executive Vice President, Mr. Aedo works closely with the President and CEO on all operational aspects of the GMCVB including governmental relations and stakeholder engagement. His role as Chief Marketing Officer is focused on developing the overall marketing strategy for the organization and brand development to drive consumer and business demand for Greater Miami and the Beaches as a preferred destination for vacation, meetings, conventions and major events. He currently serves on the boards of the Florida Association Destination Marketing Organization (FADMO), Miami Dade County Taxi Advisory Group, City of Miami Civilian Investigative Panel, Miami Bayside Foundation and the Education Fund among others.



YAZMID AGUILAR

SR. MARKETING COMMUNICATIONS MANAGER, JARDEN CONSUMER SOLUTIONS LATIN AMERICA

Yazmid Aguilar is the Marketing Communications Manager for Jarden Consumer Solutions Latin America. In her current role, Yazmid is responsible for the brand strategy, guidelines development and communications execution for the brands represented by Jarden Consumer Solutions in Latin America. She works in partnership with internal teams and external agencies to ensure that communications strategies, messages and tactics are aligned with business objectives. She developed the social media, public relations strategy and execution plan for the Oster® brand in Latin America with a solid growth of consumer engagement (social media leading brand within the category) by developing high quality and engaging content and a base of social brand influencers. More recently, she led the strategy development of the refresh of the Oster® brand communication strategy for Latin America.



PATRICIA ARAGÓN LEÓN

DIGITAL MARKETING MANAGER, L'OREAL MÉXICO

Patricia has many years of experience in strategic digital branding / campaigns. Prior to joining L'Oreal Mexico, Patricia has worked at Havas Media Group and Universal McCann. In 2012 while at Havas Media Group, she launched the digital office in Guadalajara City where she generated strategies for Ferrero, Campari and Telcel winning accounts as Tajin, Tec de Monterrey and Akron, creating the first event of digital media business oriented to startups and small business in 2013. Following this, Patricia returned to Mexico to start the project of digital transformation in the L'Oréal's CMO Mexico and Latin America Team. In the last couple of years she has been leading the project of content and social strategy for LATAM & Indirect Ecommerce Acceleration of key clients like Amazon, Linio, Walmart, Superama Liverpool and Palacio de Hierro in the Mexican market.



NICOLAS BERARDI

MANAGING DIRECTOR, ACCELERATED GROWTH PARTNERS

Nico Berardi is Managing Director at Accelerated Growth Partners; an angel investor network based out of Miami, FL. He has been commissioned by Knight Foundation to bridge the funding gap that Miami entrepreneurs face. The goal of the Knight Foundation grant is to ensure an efficient angel network to then pursue the structuring of a local Series A venture capital fund. In the first year, AGP has grown to 80+ Members, made 12 investments totaling US\$2.2M. Nico is currently completing his Kauffman Fellowship. Previously, Nico was Chief Executive Officer - U.S. at TECHO until December 2013. He has been selected as a Young American Leader by Harvard Business School, Top 100 Innovators of Argentina by BGH, Gamechanger by the Miami Chamber of Commerce and showcased at Yahoo! The Innovators series.



JOSE LUIS CARRETE

DIGITAL OFFICER, CITY EXPRESS HOTELS

José Luis has specialized for the past fifteen years in the digital industry, focused on creating new business and leverage new technologies for marketing projects and generating new business opportunities. From 2001-2007, he was Director of Business Development and Strategy for Terra Networks, Telefonica Group company. In 2007 he founded 'SmartKeyTV', a company focused on solutions for publishing audio / video on the Internet and mobile. He also founded a management agency (AMAC Media) media to attend exclusive all digital properties of Brasil Telecom in the US Hispanic market. In mid-2009 he founded 'PubliView' in Mexico. In October 2010 he joined Grupo Televisa as Director of Business Development for Televisa Interactive Media. In September 2016 he joined City Express Hotels as Digital Officer.



DAVID FIERRO

VP RETAIL BANK MARKETING, BANAMEX

David is a senior marketer with 26 years in the marketing & media industry. His professional journey includes almost every communication media fields. He has been part of several evolutionary processes, from the Broadcast TV monopoly in México to the digital crowdsourcing era, the publisher content transformation to the advertiser efforts to keep the pace with the new media. With strong bases on research and analytics focused on commercial porpoises, David Fierro have observed and participated on the industry evolution through many points of view.



ANA CRANDELL

GROUP ACCOUNT DIRECTOR, OMD MULTICULTURAL

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



ALFONSO CUETO

SR. DIRECTOR, MULTIMEDIA SALES - LATIN AMERICA, ESPN LATIN AMERICA

Alfonso Cueto is the Senior Director, Multimedia Sales for ESPN Latin America, and is based in Miami, FL. Promoted into the position in April 2012, Cueto leads the multimedia ad sales team efforts in Miami for all Latin American pan regional advertisers, as well as managing Ad Sales representatives in Venezuela, Central America, Dominican Republic and the Caribbean. The Miami office is responsible for selling all mediums available across Latin America and Brazil, including Television, Digital, Print and Radio Assets. In 2007, Alfonso was recognized as the International account executive of the year at ESPN and, under his first full year leading the Miami team, the office was also named the top Spanish-speaking Latin America sales office of 2012. Successes included a 40% growth versus the previous year. Cueto's tenure at ESPN began in 2001, where he served as a Sales Planner for ESPN Latin America Sales in Miami.



ANTHONY DEMAIO

VP OF GLOBAL SALES, THE WASHINGTON POST

Anthony DeMaio is currently the Vice President of Global Sales at The Washington Post. Prior to this, he served as both Associate Publisher and Publisher of Slate. Before joining Slate in 2012, Anthony was with Washington Post Digital, where he held several positions including director of East Coast advertising. He has been an IAB presenter on Native ad revenue and a DCN (OPA) presenter on video revenue models. Anthony earned his B.A. in Political Science and M.S. in Mass Communications and Public Relations from Boston University.



DOROTHY DOWLING

CMO, BEST WESTERN® HOTELS & RESORTS

Dorothy Dowling is senior vice president and chief marketing officer for Best Western® Hotels and Resorts. Dorothy, a 30-year hotel industry veteran, directs all marketing and sales strategies, overseeing the brand's loyalty program, consumer and field marketing activities, advertising, public relations and e-commerce. Since joining Best Western in 2004, Dowling has implemented a number of measures to increase market share and contemporize the iconic Best Western brand. She re-branded the company's loyalty program to Best Western Rewards®, increased its membership by 13 million and more than doubled its revenue contribution percentage to hotels. Dorothy has been honored with a number of awards, including being named the 18th most influential Chief Marketing Officer (CMO) in the world in the Forbes/ScribbleLive/LinkedIn's 4th Annual CMO Influence Study in 2015. Dowling, who jumped in the rankings from 27th in 2014 to 18th in 2015, is the third highest ranked female CMO on the list. Additionally, she received the prestigious American Hotel Foundation Award for Best Practices in Guest Loyalty Programs, and was among HSMAI's Top 25 Extraordinary Minds in Sales and Marketing two times. Finally, in 2014, Dowling was inducted into the Direct Marketing News Marketing Hall of Femme.



CARLOS ESPÍNDOLA

HEAD OF LATIN AMERICA DIGITAL CENTER, 3M

I currently hold the position of E-Hub Manager Latin America in 3M developing eCommerce, eMarketing, Content strategy, Social Media and strategic alliances within and outside the company. Focus on business results KPIs and strong management for ROI. Also active member in IAB México. Served as Latin America E-Marketing Manager at Grupo MABE and GE developing e-marketing strategies leading the content strategy for the pages of Mabe, GE, Easy, IEM, also coordinated the development of B2B International Mabe and operations in Russia, and served as a strategic link between IT and marketing departments within the group. Bachelor of Communication Sciences and Master in Business Administration with specialization in Marketing from the University Intercontinental AC.



CYNTHIA EVANS

DIRECTOR INSIGHTS AND THOUGHT LEADERSHIP, GROUP M LATIN AMERICA



MEBRULIN FRANCISCO

PARTNER, DIRECTOR MARKETING ANALYTICS MULTICULTURAL, GROUPM

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. Using a data agnostic approach to insights and innovative data mining techniques, Meb strives to bring research and analytics to the forefront of the discussion. Her mission is to inspire, inform, reinvent and push the boundaries on how data can be used to drive business results. In the past 10 years, Meb has worked with major U.S. marketers across a broad range of products and services including: Diageo, Citi, Macy's, Barclays, Kaplan, Progressive, Colgate, Chanel, TomTom, IKEA, Bose, Tamiflu, Chevron, Nestle, Bayer, Ab Inbev, Target and Purina among others.



ANDRÉS FRANKLIN
LATAM COMMERCIAL DIRECTOR, SOJERN

Andrés is responsible for leading Sojern's commercial activities in Latin America, including cross-vertical sales and development of new partnerships. Andrés has 18 years of multilingual business experience in digital media and technology at corporate and start-up environments. He has a track record of exceeding revenue goals and building strategic partnerships for companies like WorldRes, AlcanceMG, Leapfrog and in-agency at ModemMedia/Digitas and AKQA. Born and raised in Puerto Rico, Andrés has an MBA from UC Berkeley, a B.S. from Lehigh University, and lives in San Francisco with his wife Cecilia and daughter, Eva.



LETICIA GANEM ALARCÓN
COMMERCIAL AND P&R DIRECTOR, ¡HOLA!

Leticia holds a bachelor degree in Touristic administration with more than 24 years of professional experience focused in commercial & publicity inside the publishing industry. Leticia joined ¡HOLA! magazine as Commercial and P&R Director for México to consolidate the strong brand of the magazine. She has designed the path to lead the 3 unique commercial platforms (PRINT, DIGITAL & TV) for the group and focused on the integration of the leading brands in a new way to expose strategic and successful communication of the brands through the 3 mentioned platforms.



VANESSA GONZALEZ
MANAGING DIRECTOR, LATIN AMERICA, OMG DIGITAL

Vanessa leads the Digital Operation of OmnicomMediaGroup Regional HQ office located in Miami. Vanessa joined OmnicomMediaGroup nearly 10 years ago as Account Lead for multinational clients like Nokia, HP, Intel and Hyatt. Few years later she took the digital leadership role for the regional office launching Resolution and Accuen, both digital specialization units for Omnicom's global organization and opening new digital horizons for our region. At the moment the OmnicomMediaGroup regional office is an example of specialization and innovation with more than 30 digital experts working across disciplines, and supporting more than 200 experts in Latin American markets.



ADRIANA GRINEBERG
REGIONAL DIRECTOR - FACEBOOK LATIN AMERICA, FACEBOOK, INC.

Adriana Grineberg is the Regional Director of Facebook in Latin America, responsible for the pan-regional business and the Miami operation of the company. In June of 2011 Adriana joined Facebook in the Brazil office as one of the first employees in the region. With over 15 years of experience in the media and technology business, Adriana helped educate key consumer goods companies in the region on how to better use innovation to improve their performance. Previous to Facebook, Adriana spent five years at Google as a Business Director in Brazil. Based in the US (Miami) since June of 2014, Adriana and her team have been influential in supporting large companies such as Procter & Gamble, Unilever, P&G, Coke, AB-Imbev, Netflix and other global corporations on how to leverage media and technology to reach their key consumers.



MAYA KOSOVALIC
HEAD OF MEDIA, DIGITAL COMMUNICATIONS AND E-BUSINESS, L'ORÉAL

Maya Kosovalic is the Head of Media, Digital Communications and E-Business for L'Oréal Travel Retail Americas. She has 11 years of marketing experience at L'Oréal in brand management and traditional and digital media and e-business for both luxury and mass brands. Today, Maya is charged with developing a uniform brand communication strategy across the LATAM zone. With a seamless customer experience as the focal point, she ensures L'Oréal brands capture global synergy while maintaining regional sensitivity.

HOLA.com





CARLOS LEAL

SR. CONSUMER MARKETING MANAGER, NESTLÉ

Carlos Leal has built his career at FMCG companies; with more than 11 years of category and brand building, Digital marketing, Shopper and Trade Marketing and Sales experience, building both global and local brands is currently Sr Consumer Marketing Manager leading the Cocoa and Malt Beverage Business for Nestle the world's largest food company managing MILO® and NESQUIK® in Colombia. He holds a Bachelor's degree in Business Administration, a Master's Degree in Strategic Marketing and is candidate to an Executive MBA.



ISMALIS MENDOZA

SENIOR MANAGER OF MARKETING AND E-COMMERCE, MARRIOTT INTERNATIONAL

Ismalis has more than 14 years of communications experience. She began her career in 2001 at Media Map (a WPP company) before taking on roles at Zenithoptimedia, Universal McCann, Hispanic Group and MARCA Miami. Most recently she was marketing manager/director at Ares Distributors, a luxury watch distributor for North America, where she handled all marketing communications for eight luxury watch brands in the US, Caribbean and Latin America, and she was an integral part executing the FIFA World Cup sponsorship that included media buying/planning, media relations, opening of pop-up stores and point-of-sale incentive programs, and 27 in-country events during the World Cup. Ismalis is currently the Senior Manager of Marketing and eCommerce for Marriott International's Florida Select Service and Extended Stay portfolio.



LARA MIGLIASSI

VICE PRESIDENT OF GLOBAL BRANDS, HYATT

Lara Migliassi is the Vice President of Global Brands. She is responsible for the brand development and management of Hyatt's all-inclusive brands, Hyatt Zilara and Hyatt Ziva, as well as the Hyatt Residence Club brand and Hyatt-branded residences. Migliassi joins Hyatt with nearly 20 years of brand marketing expertise, including most recently with Univision where she was senior vice president of corporate marketing. Before Univision, Lara managed bilingual marketing programs in Latin American markets for Deutsche Bank. Migliassi is based in Miami.



FERNANDO MONEDERO

MANAGING DIRECTOR, IPG MEDIABRANDS

Fernando Monedero is currently responsible for the day to day operational, financial, new business and client management of the Miami office of IPG Mediabrands. Earlier in his career Monedero held leading positions at MEC as LATAM Regional Digital Director, working on translating MEC's global digital vision and increasing their digital footprint across the region and Havas Media, leading different departments, such as Social Media (Socialyse), SEM, Mobile Marketing (Mobext), the ADT/DSP (Affiperf) and Data & Analytics team for communication strategies and cross media analysis with clients in the U.S. Domestic and Hispanic markets and designed and implemented Pan Regional campaigns for Latin American advertisers.



JOSE LUIS VALDERRAMA

PRESIDENT & FOUNDER, HISPANIC GROUP

Mr. Valderrama is the President and Founder of Hispanic Group, an independent, minority-owned agency that specializes in customized communications solutions across all disciplines of advertising, traditional, digital and social media, branded content, direct response services and experiential marketing to the varied and fast-growing segments of the Hispanic and Multi-Cultural population. With more than 30 years of industry experience, he has been instrumental in driving sales and growth at radio and television stations, a telecommunications company, as well as advertising and marketing firms in Lima and Miami. In 2002, Valderrama decided to build on his multicultural experience and broadcast industry know-how by launching a full-service advertising agency for the U.S. Hispanic market. The company has grown rapidly since its inception, undertaking campaigns on a national level, as well as demographic market areas (DMAs) in more than 42 cities across the country. In 2008, Valderrama restructured operations spinning-off three of its business units. The newly created independent companies were Hispanic Group, Latin American Ethnic TV (LAETV), and Broadcast Productions.



FRANCISCO MORILLO

DIGITAL MARKETING MANAGER, XOOM

Francisco Morillo is digital marketing and advertising expert with a focus in strategy, implementation and optimization of metric driven digital campaigns. At Xoom, A PayPal Service, Francisco is responsible for managing digital advertising programs to drive brand's customer acquisition growth for Latin America, Asia, Europe and Africa. There, he also directs search and display programs, and oversees agency relations. Previously, Francisco worked at several agencies as a digital media director, and also has experience in the e-commerce industry. Francisco has a passion for data analysis and its potential to innovate and drive business growth within the US Hispanic and Latin American digital markets.



SAVE THE DATE FOR
PORTADALAT 2017
JUNE 7-8, 2017, MIAMI, FL





GUILLERMO MORRONE

VICE PRESIDENT, HEAD OF GLOBAL CONTENT STRATEGY, MASTERCARD

Guillermo Morrone is MasterCard's Vice President, Head of Global Content Strategy. He graduated from the University of Buenos Aires and has worked in marketing and communications on the client and agency side for over 15 years. At MasterCard, he was previously the VP Head of Merchant Marketing for the Latin America and Caribbean Region (2012- 2013) and the Head of Marketing for GEO Central (2007-2011). Prior to joining MasterCard in 2007, Guillermo was the Chief Client Officer for the Miami based advertising agency diego+heymann+partners. He managed the relationships with clients such as Visa, Alamo Rent a Car, Disney Parks and Delta Air Lines for Latin America and the US Hispanic markets. In addition, Mr. Morrone led Delta Air Lines' International Marketing team in Atlanta, GA for three years. He was named Worldwide Chairperson of the Advertising and Brand Team of the SkyTeam Alliance(2003-2006).



MARIA FERNANDA ORDOÑEZ

SVP, MEDIA DIRECTOR, IDENTITY

Maria Fernanda is a senior Media and Marketing professional. Through her career, she has lead media planning and buying teams at top agencies like Redfuse, Siboney and Tapestry. Currently she leads Strategic Planning and New Business at Identity. She brings strategic and innovative thinking to Media, with a deep knowledge of consumer research and analytics. She is also a strong media negotiator. She enjoys working closely with the creative and account teams to leverage media planning strategies and media buys, resulting in non-precedent brand integrations across channels. She is passionate about digital media. She has developed content generation and social media strategies for multiple clients. She has worked for clients like The Coca-Cola Company, Colgate Palmolive, Merck, Delta Airlines, Exxon Mobil, USPS among others in the US market.



CARLOS ORTA

VICE PRESIDENT OF CORPORATE AFFAIRS, CARNIVAL CORPORATION & PLC

Carlos Orta joined Carnival Corporation & PLC in March 2014 as Vice President of Corporate Affairs. In this newly created role, Carlos has leadership and oversight of state, local and international affairs. He also works closely with corporate communications and community relations and leads the company's efforts in multi-cultural marketing and Diversity & Inclusion. From April 2006 to February 2014, Carlos served as President & CEO of the Hispanic Association on Corporate Responsibility (HACR). Prior to leading HACR, Carlos spent 10 years at three Fortune 500 companies: Anheuser-Busch, Inc., Ford Motor Company, and Waste Management, Inc. Carlos currently serves on the board of directors of the Greater Miami Chamber of Commerce and the South Florida Progress Foundation.

He is past chairman of Leadership Miami (1998-1999), a member of Leadership Florida, Class XV, and an Aspen Institute Ideas Festival Scholar (2009).

For nearly three decades, the award-winning team of event designers & technical wizards at **Innov8 Events Agency** have pushed the limits of their imagination and technology to create multi-sensory brand experiences that have left audiences amazed and engaged raving about their host and sharing their brand message.



event strategy, design & planning | brand experiences | styling & decor
lighting | floral | staging | fabric | audio visual | entertainment
venue research | multi-media production

Call us to find out how your next event can be transformed into an experience!



Miami | Palm Beach | San Juan

ideas@innov8events.com | 305-407-9800 | www.innov8events.com



ALEXANDER OSPINA

INFLUENCER/INSTAGRAM SENSATION

Inspired by the birth of his son in 2014, Alexander Ospina started creating funny videos on YouTube, Facebook, Twitter and Instagram. By 2014 his videos had earned hundreds of thousands of followers throughout the entire world. Unfortunately by the end of 2014, Alexander's main social account was hacked forcing him to start all over. But with the support of his wife and close friends, won back his followers and many more. In 2015, with much optimism and new management, began his new career as an urban comedian in stand-up comedy, and released his first comedy show in South Florida. In months it reached more than one million followers on Instagram and more than four million in all their social networks. What once was a dream has started to become a reality.



OSCAR PADILLA

SVP MARKETING – DIGITAL MEDIA & INSIGHTS, PULPO MEDIA

As Senior VP of Marketing, Oscar leads all aspects of marketing for PULPO, Entravision's fast growing digital media business unit. He oversees the strategic development, direction, and implementation of marketing all activities. He is responsible for advancing Pulpo's integrated marketing programs, including digital media, product development, and customer acquisition programs. As a founding member of Luminar, Oscar continues to drive client initiatives that require statistical consumer understanding in order to deliver insight-driven growth strategies. Oscar has provided expert perspective for industry trade publications and has been published in Mobile Marketer, DMA News, 1to1 Magazine, Value Retail News, Chief Marketer, iMedia Connection, and SiliconANGLE's theCube.



ALFREDO PEDROSO

DIRECTOR OF PANREGIONAL AD-SALES, SONY PICTURES ENTERTAINMENT

Alfredo is a seasoned leader and well-known brand champion throughout Latin America and the U.S. Hispanic market. With over 25 years of experience in global businesses he has a broad management background encompassing P&L responsibilities, operations, marketing and branding. Over the course of his career Alfredo has developed and executed successful multi-platform consumer experiences within the automotive, CPG, financial services, technology, alcoholic beverages and QSR categories. He has extensive experience in digital marketing, media arts and technology and legacy media. Alfredo is also entrepreneurial, having launched multiple businesses within the corporate frameworks of Y&R and JWT.



JOSÉ LUIS PÉREZ

PERFORMANCE MARKETING MANAGER, VOLARIS

José Luis Pérez is the performance marketing manager at Volaris Airlines. With 6+ years of experience inside the organization and knowledge in Marketing, Revenue Management, Demand & Revenue Forecasting and Reporting. With a strong passion about data and analytics, to bring insight and best solutions and practices to the organization. He currently works in the marketing team generating strategies, pursuing optimization and innovation in performance activities. His main objective is to bring traffic to the webpage, allocating investment in digital channels and generating ROI.



KYLE PSATY

DIRECTOR OF PRODUCT MARKETING, BRAND NETWORKS

Kyle Psaty is the Director of Product Marketing at Brand Networks. An experienced digital marketing leader, Kyle is charged with bringing the company's highly technical software to life in the minds of the world's top marketers. He's built and executed social and digital strategies for Fortune 500 brands, professional sports teams and early-stage startups. Kyle was also the original Editor-in-Chief of BostInno, a Boston-area tech and culture publication. Kyle graduated from Hamilton College and resides in Pittsford, N.Y.



MARY REDONDO

MANAGING DIRECTOR, HAVAS SPORTS AND ENTERTAINMENT

Mary is a communication professional with more than 8 years of experience in Latin America. Currently, working as Managing Director for Havas Sports and Entertainment, focusing on branded content integration and creation, social media strategy and management, and sports marketing. Working with a range of clients from luxury to consumer goods to telecommunications. Achieving several industry recognitions including awards for The Festival of Media, Global M&M Awards, and Portada Awards. Recently, The Internationalist has selected Mary Redondo as a 2015 AGENCY INNOVATOR.



JUAN GUILLERMO RESTREPO

DIGITAL MARKETING MANAGER, FALLABELLA

Young digital marketing professional with eight years of experience focused towards design, administration and generation of marketing strategies for an effective brand positioning. Knowledge in management of traditional media, digital marketing, retail and e-commerce. Passionate about the development of marketing strategies in a highly competitive market.



REBECA RICOY

DIGITAL STRATEGIES SR. MANAGER NOLA, AVON

Rebeca Ricoy is currently Head of Digital Marketing and Advertising for North Latin America at Avon Cosmetics. She is leading e-commerce and social selling strategies to transform the direct selling business model. She counts with more than 10 years of experience, starting out her career producing creative content for MTV Networks and working for digital agencies like Grupo W and Lunave. She has lead digital strategies for Volkswagen, Coca Cola, Brown Forman and others. Bachelor in Communication Sciences (Tec de Monterrey) with a master in Entertainment Business Management (Vancouver Film School) and Master in Business Administration (Universidad Anáhuac).



JORGE ROCHA

DIGITAL DIRECTOR/MOBILE LEAD LATIN AMERICA, STARCOM MEDIAVEST

Jorge Rocha majored in Marketing at UNIVA in Mexico and took programs in California; one in music business at MI and another in Digital Marketing with USD. In addition he got the Mobile Marketing Association certification. His starting point was on the music industry where it later lead him to the media agency world as sort of a "happy accident". Over the last 8 years he has collaborated for the 2 biggest global advertising groups (Havas & Publicis); where he had the opportunity to bring differentiated use of media, strategy, innovation and product in terms of digital marketing and mobile solutions for brands such as NIKE, BMW, P&G, Coca-Cola, LEGO, Mead Johnson and Brown-Forman.



HERNÁN RODRÍGUEZ

VP LATIN AMERICA, GRAVITY 4

Being an entrepreneur himself, Hernán Rodríguez has focused on commerce, mobile, and social marketing throughout his career. Prior to having his startup acquired by Gravity4, Hernán founded an e-commerce site similar to Amazon for Latin America. Among other ventures, he founded a former software company which was also acquired. Hernán is an alumni from UCLA's Anderson School of Management, and enjoys sharing his passion for advertising among various Facebook marketing startups around the country.



ALEJANDRO ROSADO

VP. CONTENT CREATIVE DIRECTOR LATIN AMÉRICA, PUBLICIS ONE

He joined Publicis Groupe 12 years ago when he started as a Strategy Associate for P&G brands. Prior to joining Starcom, Alejandro worked as a Strategic Creative Planner at McCann Erickson and copywriter at Havas. Alejandro now works as a VP, Regional Creative Content Marketing Director at LiquidThread, managing clients such as Mondelez, Coke, Samsung among others. He is responsible for managing content creation, curation and emerging/creative media projects for his clients. He always thinks creatively to apply new technologies/platforms to drive client objectives. Also, he served as a key innovator with regards to emerging media especially in digital. In turn, this has helped him win international awards such as a 5 Lions at Cannes and other awards at The Festival of Media, the Internationalist of Innovation in Media, Gunn Report, Cristal Awards, FIAP, El Sol de Iberoamérica and El Ojo de Iberoamérica.



EMILIO SANCHEZ

BUSINESS DEVELOPMENT DIRECTOR, EFE NEWS

Emilio is the Business Development Director of EFE News. His media experience spans over 25 years in the U.S. and Latin America markets as the Managing Editor for EFE in Washington and for Latin America in Miami. Emilio was awarded 2012 Top Digital Media Professional by Portada magazine. He is also a member of the George Washington University Council for Media and Public Affairs and a frequent guest on U.S., Latin American and Spanish television and radio programs.



MONTSERRAT SANTAELLA

INTERNATIONAL PROMOTION MANAGER, GRUPO POSADAS

Montserrat was born in Mexico City and hold a B.A. Degree from Instituto Tecnológico Autónomo de México (ITAM) in Business Administration, with a Marketing Specialization. With 15 years of experience in marketing and strategic alliances, she have had also several positions like strategic planning, business intelligence, advertising, public relations, promotions, sponsorships, digital marketing for local and international markets. She joined the company 2010. As international Promotion Manager, Montserrat is responsible of the international promotion for the Resorts, leading marketing and promotion campaigns increasing revenue. She also relaunched the Travel Agent Cash Incentive Program (for travel agencies in USA and Canada).



LUIZ SCHMIDT

HEAD OF MARKETING, BROWN-FORMAN

Luiz Schmidt is the Head of Marketing for Brown-Forman in Latin America & Caribbean. He also leads the Jack Daniel's Center of Excellence for Emerging Markets, responsible for leading the pan-regional marketing strategy for iconic brands such as Jack Daniel's Tennessee Whiskey, Finlandia Vodka, Herradura Tequila and Woodford Reserve Bourbon. With over 15 years experience in strategic brand building and innovation across the food and alcoholic beverages industries, prior to his current role, Luiz lead the Jack Daniel's brand in Australia which is the brand's most important market outside the USA. Based in Miami since November 2014, Luiz and his team have been influential in developing and activating Jack Daniel's 1st Latin America integrated marketing campaign.



ADAM SINGOLDA

CEO & FOUNDER, TABOOLA

Adam Singolda is founder and CEO of Taboola, the leading discovery platform, serving 300B recommendations to over 750M unique visitors every month. Previously, Adam served as an officer in an elite mathematical unit of the Israeli National Security Agency. Recently named "Entrepreneur of the Year" by Geektime, Adam has spoken on stage at TEDx, Collision, Kaltura Connect, Business Insider's IGNITION, ClickZ LIVE, Advertising Week, 360i Marketing Summit, Web Summit, Landmark Ventures Media Technology Summit, and more.



BENOIT WIRZ

DIRECTOR OF VENTURE INVESTMENTS, JOHN S AND JAMES L KNIGHT FOUNDATION

Benoit Wirz is Director of Venture Investments at the John S and James L Knight Foundation. Ben manages the Knight Enterprise Fund, a venture fund investing in early stage media and tech startups that improve access to quality, useful information. He also helps advise the non-profits in Knight's portfolio, with a particular focus on helping to build a stronger entrepreneurial ecosystem in Miami. Ben joined Knight Foundation in 2010. Prior to Knight, he was a partner with US Global, where he invested in and developed energy, manufacturing and technology companies. Ben earned a BA and MA in International Relations from Stanford University and an MBA from INSEAD.



PortadaLat 2016

Two day event of leading content, market intelligence and networking opportunities

JUNE 8-9, 2016, HYATT REGENCY MIAMI | #PORTADALAT

Sponsors

LEADER SPONSOR PLUS



Brand Networks delivers relevance-driven native social advertising and content marketing to 650 enterprise customers, including half the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands. The Brand Networks Platform is the world's first social marketing software with a relevance engine at its core, designed to help marketers achieve the highest possible levels of effectiveness and efficiency across paid, earned, and owned channels, at every stage of the social marketing process. Brand Networks is headquartered in Boston with offices in San Francisco, New York City, Rochester, Los Angeles, Chicago, London, Sydney, and Mexico City. Visit us at bn.co.



Taboola is the leading discovery platform, serving over 300 billion recommendations to over 1 billion unique visitors every month on some of the Web's most innovative publisher sites, including USA TODAY, Business Insider, Chicago Tribune, and The Weather Channel. Headquartered in New York City, Taboola also has offices in Pasadena, London, Tel Aviv, New Delhi, and Bangkok. Publishers, marketers, and agencies leverage Taboola to retain users on their sites, monetize their traffic, and distribute their content to drive high-quality audiences. Learn more at www.taboola.com and follow @taboola on Twitter.

LEADER SPONSOR



Sojern is travel's leading data-driven performance marketing engine. Through its Sojern Traveler Platform and billions of traveler intent signals across online and mobile channels, Sojern puts more heads in beds and travelers in towns for its clients worldwide. Currently one of the fastest growing travel tech companies, Sojern works with top travel brands and independent hotels in North America, Latin America, Europe, Middle East, Africa and Asia-Pacific. The company is headquartered in San Francisco, with key offices in Dubai, London, New York, Omaha and Singapore. For more information, please visit www.sojern.com.



Sony Pictures Television, a Sony Pictures Entertainment company, is one of the television industry's leading content providers, producing and distributing programming worldwide in every genre and for every platform. In addition to one of the industry's largest libraries of award-winning feature films, television shows and formats, SPT boasts a current program slate that includes top-rated dramas and game shows, landmark off-network series, original animated series and critically acclaimed primetime dramas, comedies and telefilms. In addition to its US production business, SPT has 17 wholly-owned or joint venture production companies in 13 countries and also maintains offices in 31 countries. SPT's worldwide television networks portfolio includes 150 channel feeds available in 178 countries, reaching more than 1.3 billion cumulative households worldwide. SPT also creates original content for and manages the studio's premium streaming network, Crackle.



For almost three decades, the team of designers and engineers at Innov8 Events Agency have designed, managed and produced high-end live event experiences achieving amazing results for some of the world's leading brands. Designing event strategies that help clients connect to customers and employees by telling their story in a way that leaves lasting impressions. Whether it's a small intimate gathering or a nationwide launch, Innov8 will help you create a spectacular experience! Contact Innov8 Events Agency at 305-407-9800 or ideas@innov8events.com to see how your next event can be transformed into an experience!

DISTINGUISHED SPONSOR

Gravity4 is the World's First High-Frequency Marketing OS built to disrupt the advertising and SaaS industries. It unites an experience by allowing marketers to target a customer throughout their entire purchase journey and across all consumer touch-points. The technology stack builds a consumer persona aggregating data across web, social, mobile, email and CRM. All through a single click, empowering agencies and marketers to allow connected software to optimize a manually-driven \$100 billion global advertising market.

GRAVITY4
Make Your Brand Limitless

Since 1944 ¡HOLA! offers through their editorial contents beauty and joy, distributed in more than 70 countries around the world. HOLA manages 3 platforms (Print,.com and TV) what makes unique in its own glamorous and thrilling universe of the great personalities in the world. As said, HOLA.com invites you to feel the identity by sharing instant photos and unique images of glamorous moments. HOLA.com is the niche site with more audience in lifestyle worldwide with more than 14 million users, 32 million visits and 105 million pages views. 6 million users, 10 million visits and 32 million pages visited are just from USA and Latam countries (source: google analytics jan 2016). Without a doubt, the best alternative for our brands, be more close to our users offering the best entertainment content.

HOLA.com

YuMe, Inc. (NYSE: YUME) is a leading provider of global audience technologies, curating relationships between brand advertisers and consumers of premium video content across a growing range of connected devices. Combining data-driven technologies with deep insight into audience behavior, YuMe offers brand advertisers end-to-end marketing software that establishes greater brand resonance with engaged consumers. It is the evolution of brand advertising for an ever-expanding video ecosystem. YuMe is headquartered in Redwood City, California, with worldwide offices. For more information, visit www.YuMe.com/pr, follow @YuMevideo and like YuMe on Facebook.

YuMe

Zoomin.TV is Europe's No. 1 online video producer and video advertising operator, currently active in 26 markets worldwide and expanding. Our native journalists and editors produce 400+ news videos daily published on 2.000+ premium websites and channels worldwide. Zoomin.TV Network currently has 500+ million unique users and is generating 2.7 billion video impressions monthly. Zoomin.TV's Multi-Platform Network on YouTube, Facebook, Roku... includes 50.000+ channels with 150.000.000 subscribers and generates 2.3 billion views per month, making it a Top 10 MPN Worldwide. Zoomin.TV has sales offices in Amsterdam, Miami, Los Angeles, Mexico, Bogota, São Paulo, Brasilia, Montevideo... and continues to expand.

ZoominTV

ATTENDEE BAG SPONSOR

Media company created to address the need for a fully integrated Out Of Home (OOH) advertising solutions provider to meet the rising demand for pan regional campaigns. We respond to this demand with highly qualified professionals and local operations America and Europe, which allows us to obtain global benefits and local executions within all six OOH categories: Outdoor, Indoor, Digital, Transit, Cinema and Mobile.

Added Value

- Global Coordination & Local Execution - Network of strategic partners.
- Regional economic scale & financial flexibility - Added value for each client.

Main Clients: McDonald's, Fox, Microsoft, NBC, AMC, HBO, TNT, Bright Star Group, HP, Puig, Toyota, Swatch, Adidas, P&G, DHL, Mini Cooper, Huawei, Petronas, among others.

LATCOM
OOH ADVERTISING SOLUTIONS

SPECIAL NEWSROOM SPONSOR



Efe is the leading Spanish language news agency with more than seventy years of experience. A multimedia news company with a network of journalists worldwide, more than 3,000 professionals of 60 nationalities working 24 hours a day in over 181 cities in 120 countries, offering products to customers across the five continents. EFE distributes almost 3 million pieces of news every year in various news formats: text, photographs, audio, video and multimedia, reaching more than 2,000 news media in the world every day. From its world network of bureaus and correspondents' offices, EFE instantaneously offers the Spanish and Latin American view of the world in Spanish, Portuguese, English and Arabic.

ATTENDEE BADGE SPONSOR



OFFICIAL WIRE SPONSOR



MEDIA PARTNERS





ZOOMIN.TV

**WE CREATE,
CONNECT &
COMMERCIALIZE
VIDEO**

**WE
ARE
VIDEO**

CONTACT US

LOS ANGELES

+1 310 365 9328

T.SALEM@ZOOMIN.TV

SAO PAULO

+55 11 3818 1000

P.LEAL@ZOOMIN.TV

MIAMI

+1 786 352 1515

A.ORTEGA@ZOOMIN.TV

BOGOTA

+571 658 34 29

L.FIGUEROA@ZOOMIN.TV

MEXICO CITY

+521 3683 9240 X 137

J.VIESCA@ZOOMIN.TV

MONTEVIDEO

+598 93 310 207

M.FRONTINI@ZOOMIN.TV

WWW.ZOOMIN.TV

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



Taboola The World's Largest Discovery Platform*

*Source: comScore, January 2016