

## DIRECTOR OF DIGITAL TRANSFORMATION

### Executive Profile

Digital and print media professional and consultant with a strong vision to develop new projects and specialist in business development. Strong management skills and leading teams. Result oriented. Passionate and experienced in product and audience development, analytic tools, emerging technologies and their applications in the media industry. Social media and content strategist. Bilingual.

#### Skill Highlights

- Journalism
- Editorial
- Leadership
- New Media
- Digital Media
- Business Development
- Audience Development
- Strategic Planning
- Product Management
- Social Media
- Online Journalism
- Mobile
- Advertising
- Marketing
- Digital Marketing
- Media Strategy
- Editorial
- Writing
- Editing
- Storytelling
- Multimedia Storytelling
- Content Strategy
- Content Management
- SEO
- Organizational Skills
- Consultant
- Digital Analytics
- Staff Development
- Blogging
- Media Relations

#### Core Accomplishments

- Journalist, columnist, executive editor, media business executive and consultant specialized in digital and new media with almost 30 years of experience working in more than one hundred media companies in Spain, Argentina, Brazil, Chile, Mexico and other Latin American and European countries.
- Focused in business development and revenue strategies.
- Specialized in new media (digital, social, audiovisual), business development, newsroom organization and media management.
- With extensive experience in the transformation of legacy media (especially newspapers and television) in digital and multimedia brands, and in the launching of new digital media.
- Winner of several prizes and distinctions: Society for News Design (SND) for works in print and web and 14 gold JosÃ© MartÃ© Awards of the National Association of Hispanic Publications (NAHP), between them best newspaper (El Diario, NY and La Opinion, LA) and best weekly newspaper (La Raza, Chicago).
- Chosen as one of the most influential Spanish journalists on Internet, according to El Mundo newspaper.
- Journalism professor in several universities, Master in Journalism and frequent speaker in professional media events, conferences and workshops (WAN-IFRA, INMA and others).
- Co-author of several books about journalism and digital media.

#### Professional Experience

January 1999

to

January 2006

Company Name Director of Digital Transformation

- ImpreMedia Vicepresident of Content, in charge of digital and print operations of the company.
- ImpreMedia is the leading Hispanic news and information company in the U.S.
- in online and print.
- Twenty-three percent (23%) of U.S.
- Hispanic adults use an impreMedia network product in a given month, drawing 9.5 million unique visitors per month.
- ImpreMedia publishes products in 15 U.S.
- Hispanic markets that reach 3.6 million print product readers monthly.
- Its leading publications include La OpiniÃ³n in Los Angeles and El Diario La Prensa in New York.
- Its online properties include: [www.impremedia.com](http://www.impremedia.com); [www.laopinion.com](http://www.laopinion.com); [www.eldiariony.com](http://www.eldiariony.com); [www.laraza.com](http://www.laraza.com); [www.laprensa.com](http://www.laprensa.com); [www.laopiniondelabaha.com](http://www.laopiniondelabaha.com); [www.rumbotx.com](http://www.rumbotx.com); [quieromasfutbol.com](http://quieromasfutbol.com); and [paratimujer.us](http://paratimujer.us).
- Currently managing as Senior Consultant the digital transition of La NaciÃ³n (Buenos Aires, Argentina), one of the main news media in Argentina and the ImpreMedia's shareholder to a new business and organization based more on digital and video than in print.
- CEO and owner of Mediathink Consultores (2007-2013), an international media consultancy and research company specialized in news media: new digital and business projects and how to change the legacy companies to a digital environment.
- With experience in projects and works in more than one hundred media organizations and twenty countries in Europe and Latin America.
- Main clients: Vocento, Agencia Efe, Grupo Planeta, Ministerio de Sanidad e Igualdad, La Voz de Galicia, The Cocktail and others (Spain); Grupo ClarÃ³n, La NaciÃ³n, La Voz del Interior (Argentina); El Mercurio (Chile); El Comercio (PerÃº); O Globo, Correio Braziliense (Brazil); GFR Media (Puerto Rico); La Prensa GrÃ¡fica (El Salvador) and others.

- Associated Director and board trustee of Fundaci3n Instituto para la Innovaci3n Period3stica 2IP, a professional and academic organization of innovation and entrepreneurship in journalism and media.
- Chairman of the Experts Committee in New Business Models for Journalism.
- Founder and Executive Editor of ADN.es (2007), one of the first innovative news social media websites in Spain (Madrid, Grupo Planeta).
- Newsroom Reorganization, Contents and Digital Media of 12 newspapers, local television and radio for the main regional and local media group in Spain.

January 1996

to

January 1999

Company Name CEO and General Manager

- consultants in news media, content, product, business development, newsroom organization and design.
- Managing Editor of Diario 16 (Madrid, 1995-97), a national newspaper and digital news media.

January 1992

to

January 1995

Managing Editor and Art Director of El Peri3dico de Catalunya Executive Editor

- of the El Peri3dico de Catalunya's special edition during Olympic Games in Barcelona, 1992.
- Founder, Art Director and Managing Editor in El Sol, a Spanish national newspaper (Madrid, 1990-92).
- Reporter in the business newspaper Cinco D3as (Madrid, 1989) and the local newspaper El Ideal Gallego (A Coru3a, Spain).
- Career in Tech Companies Business and Technology consultant in Classora <http://en.classora.com/> an innovative company working in semantic intelligence, web 3.0 and artificial intelligence applied to digital media.
- Founding partner and shareholder of the digital marketing company Incuentra.com, now nlocal.es (Spain) and nlocal.mx (Mexico) after the sale of company to Plenum Media Group.

Education

1989

Newspaper El Pa3s-Universidad Aut3noma de Madrid Spain Master in Journalism (MA)

1987

Navarra University Spain Bachelor's Degree (BA) : Journalism Journalism

Skills

academic, Art Director, artificial intelligence, business development, com, Consultant, content, clients, Editor, drawing 9.5, http, innovation, Journalism, Latin, Director, Managing, marketing, 97, works, network, newspaper, newspapers, publications, radio, Reporter, research, Spanish, television, unique, video, websites