

ATTENDEE LIST
2023 HMC ANNUAL SUMMIT
New York, NY
April 26 - 27, 2023

Last Name	First Name	Organization	Position
Abascal	Bettina	Momentum Reps	Owner
Abudi	Nadia		Assistant Director Marketing
Acosta Latapí	Ricardo	Amazon Advertising	Sales Manager, US Spanish Ads (Non-Endemics)
Adaime	Ivan	impreMedia	CEO
Adames	Evelyn	Prisa Media USA, Inc.	Sales Director East Coast
Aguirre	Benjamin	EssenceMediacom	Group Director Account Lead
Ahluwalia	Daljit	Adsmovil	Senior Sales Director
Alarcon	Liz	Pulso	Founder & Executive Director
Albuquerque	Benny	NGL Collective	Director of Sales
Almada	Valeria	Telemundo	Executive Communications Manager
Almanzar	Juan	Sbs Spanish Broadcasting	
Andrade	Diego	Orci	SVP, Executive Creative
Angee	John	Zubi	
Aristizabal	Liliana	Entravision	SVP National Sales/East
Armenteros	Arlene	Ogilvy	General Manager
Arrieta	Julio	Leap Financial	Global CMO
Arsuaga	Lisette	Cultural Inclusion Accelerator	Data Science Manager
Atai	Ameneh	Nielsen	General Manager, Audience Measurement
Avans	Claudia	CIEN +	VP of Growth
Baer	Marcos	Portada	Publisher
Baez	Zulema	Adsmovil	VP, Strategic Accounts and Political
Barreto	Diana	Telemundo	Analyst
Barrett	Kim	Pandora	Account Director - Multicultural
Barron	Margaret	Circle K	Global VP of Marketing
Bayona	Jose	d expósito & Partners LLC	
Beigie	Sue	State Farm	Director, Marketing
Belt-Gonzalez	Mercedes	Telemundo	VP & Creative Director

Bermudez	Ana	Alma	SVP, Managing Director
Bethel	Adelle	RhythmInfluence	US Director
Bonilla	Brian	Ad Age	Senior Reporter
Bradley	Margot	Techint Labs	CEO
Brun	Philippe	kiwilimón	CEO
Brunelli	Fabio	Amazon Advertising	Head of Multicultural Sales, US
Bryan	Gene	HispanicAd.com	CEO
Buffagni	Pablo	BBQ Agency	President / Creative Director
Burke	Melissa	TelevisaUnivision, Inc.	VP Audio Solutions
Bustamante	David	Big Voice Communications	
Camacho	Joe	Sabio	Chief Marketing Officer
Camus	Jose	Admetricks	Sales Manager
Canales	Mario	SXM Media	Senior Sales Executive
Cardenas	Ricardo	Fenton	SVP, Creative
Carey	Colum	NBCU	Vice President of Sales, New York
Castellon	Kelly	GroupM Multicultural	Associate Director, Multicultural Analytics
Castillo-Frucher	Carol	Omnicom Media Group	Executive Director, Multicultural Pillar Lead
Castro	Jose	TelevisaUnivision, Inc.	SD Strategy & Insights
Chavez	Jonathan		Latinx Content Creator & Digital Disruptor
Checo	Andy	d expósito & Partners LLC	Managing Director, Public Relations & Social Media
Christian	LaToya	GroupM Multicultural	Managing Partner, Director Marketing Analytics,
Cichon	Dana	SABIO	
Clavijo-Kish	Cristy	Talento Unlimited, LLC	Founder
Cline	Marcos	Altered.LA	Executive Producer
Colon	Melissa	Entravision	
Colucci	Sofia	Molson Coors	Chief Marketing Officer
Concepcion	Mageline	Dieste, Inc.	Account Group Director
Constanza	Gloria	d expósito & Partners LLC	Chief Contact Strategist
Cornejo	Victor	VEVO	Multicultural Account Executive
Cuddy	Chris		Partner
Cunningham	Baldwin	State Farm	Director of Media and Partnerships
Davila	Gilbert	Davila Multicultural Insights	President & CEO

Davis	Wade	TelevisaUnivision, Inc.	Chief Executive Officer
DeLacy	Greg	ThinkNow Research	Director of Client Services
Del Fa	Gonzalo	GroupM Multicultural	President, GroupM Multicultural
Delallata	Jesse	CIEN +	
Delgado	Daisy	Alma	
Diaz	Reny	Telemundo	Vice President, Audience Strategy & Content Development
Domenick	James	Amazon Advertising	Principal Partner Development Manager
Dominguez	Juan Carlos		Photographer
Driscoll	John	TelevisaUnivision, Inc.	VP, Automotive Business Development
Dunstan	Allen	Mundo Hispano Digital Inc	VP, National Sales
Duran	Marjory	Media Futures Group	
El Hage	Simon	Lopez Negrete	Executive Group Account Director
Espinal	Eduardo	Amazon Advertising	Senior Account Executive, U.S. Spanish Ads
Falb-Newmark	Ellen	Telemundo	VP, Client Advocacy
Faria	Cathy	SABIO	
Feige	Eric	VShift	Managing Director
Feinberg	Matt	Hispanic Radio Network	
Fernandez	Mara	PRODU	Associate Director, Advertising Div.
Fernandez-Rockwell	Ana	Culture IQ	
Figueira	Ann Marie	Gen Media Partners	SVP/Hispanic Platform & Multicultural Initiatives
Filippelli	Marina	Orci	CEO
Fine	Dan	UnitedHealthcare	Chief Marketing Officer, Individual & Family Plans
Fisher	Brian	Estrella Media	Senior Vice President, Multimedia Sales
Freibott	Keith	Warner Bros. Discovery U.S.	Director
Gabaldon	Manu	Ogilvy	Senior Strategic Planner
Galuskin	Pete	TelevisaUnivision, Inc.	VP, Business Development
Garcia	Gabriel	Remezcla	Senior Director, Brand Partnerships
Garcia	Lino	Unanimo	President
Gato	Bill	Brilla Media	
Gavilan	Horacio	Hispanic Marketing Council	Executive Director
Godinez	Ozzie	PACO Collective	CEO & Co-Founder
Goldstein	Helen	SABIO	Sales Strategist

Golfarini	Julian	Adtheorent	Sales Manager – Multicultural
Gonzalez	Edgar	Mundial Media	CEO
Gonzalez	Giovanna		TikTok influencer, financial educator, and author
Gonzalez	Izzy	CNN en Español	Director Integrated Sales
Gottfried	Salma	BeautifulBeast	Founder, VP of Brand Leadership
Granados	Claudia	TelevisaUnivision, Inc.	VP, Business Development
Gray	Brynn	Telemundo	Talent Management & Negotiations · NBCUniversal
Guerrero	Laura	Sensis	Director of Content & Influencer Marketing, Amplification
Hall	Krystyna	Telemundo	Vice President of Corporate Communications
Harnaga	Robert	Telemundo	SVP, Sales
Harper	Gabriela	Publicis Media	VP of Strategy
Hawxhurst	George	Publicis Media	Vice President
Hernandez	Maria	Mirriad	VP Partnerships
Herran Marco	Jose Maria	Wayfair LLC	Spanish Service Site Director
Herrera	Santiago	Azerion	
Herskowich	Andrea	TikTok	Industry Relations Associate Manager, Global Business
Irby	Elsa	Kantar	Research Consultant - DEI
Jasin	Berry	Techint Labs	EVP Strategic Partnerships
Jaén	Daniel	Florida State University	Student
Judd	Natalie	Big Voice Communications	Principal
Kassan	Michael	Medialink	Chairman and CEO
Kates	Gian Pablo	Telemundo	VP Network Sales
Kehm	Erika	NBC Universal	Director Local Sales NY
Kelly	Carla	Telemundo	Strategy
Khawja	Karima	TelevisaUnivision, Inc.	Vice President, Business Development
Kish	Christopher	Talento Unlimited, LLC	
Knipp	Greg	Dieste, Inc.	CEO
Koch	Leslie	TelevisaUnivision, Inc.	Vice President, Social Media
Kokoyachuk	Roy	ThinkNow Research	Co-Founder and Principal
Kontarakis	Katina	Mirror Digital	Director of Brand Partnerships
Koren	Amanda	Estrella Media	Account Director, Multimedia Sales
Lee	Adam	Techint Labs	President

Lee	Fulvia	Hispanic Marketing Council	Program Manager
Leibaschoff	Flor	BeautifulBeast	Founder, Chief Creative Officer
Lerma	Pedro	LERMA/	Principal
Linan	Kimberly	TelevisaUnivision, Inc.	Director Strategy & Insights
Logan	Clark	Hispanic Radio Network	President
Lopez Negrete	Alex	Lopez Negrete	President / Chief Executive Officer
Lopez	Melissa	TelevisaUnivision, Inc.	
Lowndes	Brianna	Whitney Museum of American	Chief Marketing Officer
Lyons	Richard	YouNite Media	President
Magadan	Mariana	Mundial Media	Executive Director
Maldonado	Erika	Entravision	VP Network Audio Sales
Maldonado	Louis	d expósito & Partners LLC	Partner and Managing Director
Martino	Kristy	LATV NETWORKS	Sr. Sales Manager
Maynez	Daniel	Hyundai Motor America	Manager, Multicultural Marketing
McAskill	Terry	Techint Labs	Partnerships
Mendez	Oswald	Canela Media Inc.	Chief Marketing Officer
Mendez	Ronald	EssenceMediacom	EVP, Cultural Investment & Strategy Lead
Mesas	David	Refuel Agency	VP, Growth & Strategy
Messianu	Luis Miguel	Alma	Chairman and Founder and DDB McDonald's Global Chief
Michaca	Tanya	Canvas	Director
Miranda	Carlos	NBCUniversal	Senior Director, Creative & Production Creative
Miyares	Marcelino	d2H Partners	Managing Partner
Mizrahi	Renee	Estrella Media	VP Marketing
Molina Sandoval	Ana María		
Molina	Melinda	C+C	Account Supervisor
Montes	Juan	Anheuser-Busch Companies,	Trade Marketing Manager
Moody	Evan	Canvas	SVP
Mora	Sara		Influencer
Morel	Julio	Amazon Advertising	Manager, CPG Multicultural Sales
Morrell	Lauren	Techint Labs	SVP
Murillo	Margery	Sony Music Entertainment x	Director, Ad Sales
Muñoz	Javier	ALKIMIADS	CEO

Negron	Josue	Amazon Advertising	Senior Account Executive, Amazon Ads
Nicado	Clemente	Nicado Publishing Company	Publisher & Editor in Chief - Negocios Now
Nieves	Gustavo	Loma Capital	CEO
Norton	Melissa	Lopez Negrete	Sr. Brand Strategist
Noussier	Hanya	Florida State University	Student
O' Connor	Nicholas	Bloomberg Linea	VP, Revenue & Strategy
Oldis	Elisabeth	Nielsen	Client Solutions
Orci	Andrew	Orci	Chairman
Osorio	Javier	fluent360 LLC	Group Creative Director
Ovadia	Alice	Truth Advertising Agency	VP Brand Media
Palacios	Harold	Florida State University	Student
Pantanini	Robert - Jr	Fútbol De Primera	EVP Sales and Marketing
Paredes	Victor	Collage Group	Executive Director, Multicultural Strategy
Perez	Jose	MainKore	Chief AI Revenue & Strategy
Perez	Yvette	Telemundo	
Perinot	Nestor	Prisa Media USA, Inc.	CRO
Piasecki	Jake	Roku	U.S. Head of Verticals for CPG, Health & Wellness, and
Pinero	Nelson	GroupM Multicultural	Senior Partner, Senior Digital Director
Poggi	Jeanine	Ad Age	Editor
Polsky	Andrew	Mundo Hispano Digital Inc	CRO & Partner
Porter	Jodi	TikTok	Vertical Director - Auto, Dining, Multicultural Global
Pulido	Adrienne	Kantar	Research Lead -DEI
Quevedo	Aldo	BeautifulBeast	CEO, Creative Chairman
Ramirez	Maria	Publicis Media	
Ramirez	Rocio	Collab.Inc	DEI Lead, Talent Partnerships
Ramos Tucker	Pollyana	Hispanos Unidos	Chief Editor
Ramos	Natalie	SABIO	Sales Strategist
Revermann	Mark	fluent360 LLC	VP of Business Intergration
Rey	Loreley	Dieste, Inc.	Group Account Director
Ricaurte	Jessica	Adsmovil	CRO
Roca	Michael	Omnicom Media Group	Managing Director, DE&I Investment
Rodden	Alison	Hispanic Communications	Chief Executive Officer

Rodriguez	Adriana	Service Corporation	Marketing Communications Specialist
Rodriguez	David	Dieste, Inc.	
Rojas	Beatriz	Kaiser Permanente	Executive Director, Advertising
Roman	Antonio	TelevisaUnivision, Inc.	Regional President, Eastern Region
Rosell	Rosi	CALLE OCHO NEWS	Publisher
Ross	John	d expósito & Partners LLC	Chief Financial Officer
Rossetti	Ben	Amazon Advertising	Account Executive, Amazon Ads International Expansion
Ruiz Marc	Mel	Canela Media Inc.	Senior Director of Sales, East
Ruiz	Bryan	Remezcla	Director Brand
Ruiz	Manny	Brilla Media	Co-Founder/Managing Director
Ruiz	Roberto	TelevisaUnivision, Inc.	Executive Vice President, Research, Insights and Analytics
Ruiz	Valeria	TelevisaUnivision, Inc.	Marketing Manager, Partner Solutions
Russell	Leslie	Acuity	Director, Multicultural & Latam Sales
Sahagun	Nydia	Humana	Head of Brand and Acquisition Marketing
Salcedo	Veronica	Anheuser-Busch Companies,	Director National Trade Marketing
Sanchez	Enrique	Sbs Spanish Broadcasting	
Sanchez	Isabella	Zubi	VP Media Integration
Sanchez	Mari	PACO Collective	VP, Director of Strategy & Inclusion
Sanchez	Monica	Omnicom Media Group	Sr. Director Cross Cultural Strategy
Santamaria Wolfe	Nuria	Meta	Director, Strategic Audience Partnerships
Santiago	Carlos	Santiago Solutions Group	President & Chief Strategist
Santiago	Nancy	HLX+	Co Founder and CEO
Saralagui	Javier	Fuse Media	CRO
Savage	Brianna	Florida State University	Student
Schramm	Joseph	Schramm Marketing Group	Founder and President
Schwarz	Cristina	Telemundo	President and General Manager
Sellers	Savannah	NBC News	Anchor of Morning News NOW and Co-Host of Stay Tuned
Setton	Jennifer	Omnicom Media Group	Executive Director, Client Business Lead
Sewell	Monnette		Head of Key Accounts
Shaw	Ryan	EssenceMediacom	Executive Director, Head of Chicago
Smart	Ingrid	Casanova//McCann	President/CEO
Solis	María José	Admetricks	SDR Admetricks

Somerville	William	Claritas	Account Director
Soto	Amilynn	TikTok	Industry Business Solutions - Strategist, Leading
Speciale	Donna	TelevisaUnivision, Inc.	President of Ad Sales & Marketing
Stelling	Hermann	CIEN +	Group Account Director
Sternbach	Ricardo	HCN Media	Director, Strategic Alliances
Stroud	Court	The Cledor Group	
Suaste	José	fluent360 LLC	Chief Creative Officer
Sudnik	Kelly	PACO Collective	VP, Director of Account Services
Szeszko	Maricarmen	Fuse Media	VP, Business Development
Tardio	David	Warner Bros. Discovery U.S.	VP, Head of Advertising Sales & Marketing
Tellet	Nancy	PureClarity LLC	Founder, Brand & Consumer Navigator
Testa	Patricia	d2H Partners	Managing Partner
Thomas	Erik	Hyundai Motor America	Director, Experiential Marketing
Tjahyadi	Eric	Sony Music Entertainment- The	VP of Sales
Toledo	Tony		
Torres	Lisa	Publicis Media	President, PM CQ
Tripathi	Anika	Media Futures Group	Associate Analytics Director
Tze	Dennis	Sertify	Co-Founder & CEO
Udler	Karen	Alma	Managing Director
Ulla	Jorge	d expósito & Partners LLC	Chief Ideation Officer
Ulloa	Julia	d expósito & Partners LLC	Business Manager/Client Finance
Urbina	Marialejandra	Dieste, Inc.	Executive Planning Director
Valdez	Ana	Latino Donor Collaborative	Executive Director
Vallejo	Rodrigo	BeautifulBeast	Chief Executive Officer, Ro2 Media
Valls	Meg	Alma	Account Director
Vanides	Emily	Nielsen	Vice President, Client Consulting
Varela	Juan	Prisa Media USA, Inc.	CEO
Velez	Robert	Vevo	VP, Inclusive Network Sales
Villa	Jose	Sensis	President
Villar	Nicolas	Sensis	Director of Public Relations Services
Vines	Maia	Ad Age	General Assignment Reporter
Wade	Barry	Omnicom Media Group	Managing Director - Cultural Partnerships & Identity

Walus	Jennifer	Big Voice Communications	Senior PR Strategist
Weisbecker	Matt	H Code Media	CRO
Whitlock	Kathy	Univision Networks	Vice President of Agency Development
Wilson	Veronica	Dotdash Meredith	
Woessner	Mike	(HRN) Hispanic Radio Networks	VP, Partner
Worrell	Nicholas	NTSB	Safety Advocate
Wynns	Jennifer	Nielsen	Marketing Professional Insights & Analytics Strategist
Zepeda	Angela	Hyundai Motor America	Chief Marketing Officer
Zerecero	Jorge	Tagger Media	Sales Manager, LATAM
de Armas	Stacie	Nielsen	SVP Diverse Insights & Initiatives
del Sol	Felipe	Admetricks	CEO