

CTVDAYS ▶ US HISPANIC & LATIN AMERICA



November 15, 2024



Novotel Miami Brickell

AGENDA

9:00 AM - **Registration**

9:30 AM - PANEL: **Targeting Hispanic audiences with CTV advertising**

SPEAKERS:

- **Rob Velez**, Vice President, Inclusive Network Sales, **Vevo**
- **Michael Roca**, Executive Director, Cross-Cultural Center of Excellence, **Omnicom Media Group**
- **Daniela Martínez**, SVP Advertising Sales & Corporate Strategy, **A+E Networks Latin America**
- **David Tardío**, Head of Advertising Sales and Integrated Marketing, **Warner Bros. Discovery U.S. Hispanic**

Moderated by: **Adriana Waterston**, EVP and Insights & Strategy Lead, **Horowitz Research, A Division of M/A/R/C Research**

10:15 AM - PANEL: **FAST: from promise to reality**

SPEAKERS:

- **Gustavo R. Aparicio**, CEO, **Spanglish Movies**
- **Bruno Gomes**, Head of Sales and Brand Partnerships for Latin America, **Tastemade**
- **Luís Guillermo Villanueva**, Chief Operating Officer, **SOMOS Group**
- **Pablo Corona**, Asesor, **Castalia Comunicaciones**

Moderated by: **Dionne Bermudez**, Media Innovation Specialist

11:00 AM - PANEL: **How will AI change the video industry?**

SPEAKERS:

- **Alexandro Campos**, SVP Engineering, **TelevisaUnivision**
- **Daniel Medina**, Senior Director NPAW Probes, **NPAW**
- **Anne Marie Dono**, Regional President, **Kinesso Latam**
- **Borja Pérez**, Chief AI Revenue & Strategic Partnerships, **MainKore**

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Moderated by: **Mariela Goldesten**, Senior Marketing Strategist

11:45 AM - Coffee Break & Networking - Sponsored by Bango

12:15 PM - PANEL: Winning the streaming user experience battle

SPEAKERS:

- **Fonz Morris**, Lead Product Designer, Global Conversion & Monetization, **Netflix**
- **Ajey Anand**, CEO & Co-founder, **Norigin**

Moderated by: **Juan Pablo Conti**, Head of Events North America, **Dataxis**

12:45 PM - PANEL: Content strategies in the era of streaming

SPEAKERS:

- **Patricia Jasin**, SVP International Distribution Latam & Country Manager Colombia, **Warner Bros Discovery**
- **Luisa Helena Barone Muneratti**, SVP Sales - Americas & Iberia, **Bango**
- **Bilai Joa Silar**, SVP, Head of Programming and AVOD Content for ViX, **TelevisaUnivision**
- **Mónica González Piriz**, Senior Director, Programming and Content, **Liberty Latin America**
- **Elsie De Marziani**, Senior Director of AVOD, Streaming and Digital, **NBCUniversal Telemundo Enterprises**

Moderated by: **Gustavo Lopez**, Executive Director, **Alianza Audiovisual**

1:30 PM - Lunch & Networking

2:30 PM - PANEL: Live sports streaming: what's the game plan?

SPEAKERS:

- **Michaela Durinova**, Sr VP of Sports Content Distribution & Strategy, **TelevisaUnivision**
- **Lucio Grimaldi**, Head of International Advertising (Media & Entertainment), **Roku**
- **Eliseo Fernandez Cano**, Vicepresidente de Operaciones Comerciales y Finanzas, **Telemundo Deportes**

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- **Patrick Stuart**, VP of Content Partnerships, **FZ Sports**

Moderated by: **David Ríos**, Head, Latin America, US Hispanic & Brazil - **Dailymotion Americas**

3:15 PM - PANEL: Unlocking the Full Potential of the Digital Business

SPEAKERS:

- **Laura Lozes**, Digital VP, **Ole Distribution**
- **Esteban Borrás**, Regional VP of Sales, **Claxson**
- **Nicole Dupit**, Head of Deals & Packages Spanish Speaking Latin America, **Google**
- **Luis Ahumada**, CEO, **Mediastream**

Moderated by: **Grace Taco**, Lead, Product Management & Development, **Vrio Corp. DIRECTV Latin America**

4:00 PM - PANEL: Connecting with Latin American and US Hispanic Audiences: The Power of Content

SPEAKERS:

- **Maggie Salas-Amaro Castellon**, Director, Canela Kids (US Hispanic/Latam), **Canela Media**
- **Erika Vogt-Lowell**, Director of Programming and Acquisitions, **HITN**
- **César Sabroso**, SVP of Marketing Affiliates and Corporate Communications, **A+E Networks Latin America**
- **Andrés Mendoza**, Head of Programming & Acquisition for Max and Premium Channels, **Warner Bros. Discovery Latin America & US Hispanic**

Moderated by: **Gerardo López Gallo**, Multimedia Senior Executive

4:45 PM - Closing