

# MULTICULTURAL MARKETING SUMMIT



## David Wellisch

Founder & Managing Partner  
Latinum Network

David Wellisch is the Founder and Managing Partner of the Latinum Network, a business of EcoNet Ventures LLC. The Latinum Network is a new vehicle designed to enable Corporate America and the entire Hispanic ecosystem to operate more effectively by displacing cost and improving the ROI of US Hispanic market initiatives by leveraging the full power of a network of market leaders.

Prior to launching this venture, Mr. Wellisch was spearheading a holding company that incubated, invested in, and provided advisory services to early stage ventures as well as Fortune 500 companies. He currently sits on a variety of Advisory Boards of early stage ventures.

Before this, Mr. Wellisch was the Founder, Vice-President and General Manager of AOL Latino, a division of America Online, Inc. In this capacity, he originated the concept, drafted the business plan, hired the team, and launched the business. He was responsible for the entire operation from overseeing programming, product development, customer service, brand and acquisition marketing, strategy and business development. The service consisted of 7 original channels, leading services such as English Learning, Pre-paid telephony cards, low cost bi-lingual computers, among others. His team executed over 20 content and service deals. At its peak, AOL Latino reached \$130MM in revenue from subscriptions and advertising.

Prior to working to develop overall strategic direction and new business opportunities for AOL's family of Web brands, Mr. Wellisch served as Director of Advanced Services, a position in the organization reporting to then Vice Chairman, Ted Leonsis.

Before his time at AOL, Mr. Wellisch worked in Private Equity at Allied Capital and Strategy Consulting at Gemini Consulting. Originally from Ecuador, Mr. Wellisch has been a U.S. resident for the past 21 years. He holds an undergraduate degree in economics and political science from Brown University and an MBA from Harvard Business School. He has been interviewed by the Wall Street Journal, Business Week, CNN, Univision, Telemundo, etc. He was the Vice Chairman of AOL's Diversity Committee, was submitted among 3 candidates from AOL for the Time Warner Chairman Award, and was selected as 2005 Hispanic Marketer of the year by Adweek.