

MULTICULTURAL MARKETING SUMMIT



Jacqueline Hernandez
Chief Operating Officer
Telemundo

Jacqueline Hernández was named Chief Operating Officer of the Telemundo Communications Group, Inc. in April 2008. In this newly created post, based in New York City, Hernández oversees all domestic revenue and marketing; digital media and emerging platforms; mun2, Telemundo's Latino-youth cable network; affiliate relations; and all research functions. A seasoned executive with over 20 years of media experience across television, online and print, Hernández is responsible for leading and unifying all sales, marketing and domestic growth platforms for the consolidated Telemundo network and stations group. She is also charged with bridging all Telemundo offerings to domestic advertising clients and enhancing Telemundo's connection with its audience. In addition, Hernández will partner closely with Telemundo's programming, studio, and news and sports leaders to strategically grow Telemundo's market share.

Prior to joining Telemundo, Hernández served as Publisher of *PEOPLE en Español*, the largest selling Hispanic magazine in the U.S., since March 2004. At the magazine, she was charged with overseeing all advertising and marketing operations for the publication as well as the website, PeopleEnEspanol.com. Throughout her successful career, Hernández has received several distinguished accolades including recognition as one of *Advertising Age's* "Top 10 Players in the Hispanic Market" in 2005 and 2007, and was profiled in the magazine's 2007 "Women to Watch" list. In 2006 she was named *Adweek's Marketing & Medios'* "Media Executive of the Year" and was featured in *Hispanic Magazine's* "Latinas of Excellence" annual issue. In June 2007, *Media Industry Newsletter* named Hernández "Sales Team Leader of the Year" in the single title category.

Before joining *PEOPLE en Español*, Hernández was vice president of global account development at Turner International, responsible for driving advertising revenues from key global accounts, as well as steering the marketing, research and sponsorship departments for Turner International's properties (*CNN International, CNN en Español, TNT Latin America and Cartoon Network*). She also served as vice president of Turner International's integrated sales team, where she led the creation and execution of integrated TV/Web ad-driven sponsorships for the company's international portfolio. She joined Turner Broadcasting in March 2000 as director of interactive sales, where she headed up the global interactive sales team for *CNN International* and *Cartoon Network*.

Prior to joining Turner, Hernández was marketing director of Time Inc. International, where she was instrumental in developing cross-platform advertising opportunities for *TIME, Fortune* and *Asiaweek*. During that time, she received a President's Award for the company's first multi-lingual and cross-media platform, "Leaders of the New Millennium." She worked at the *Village Voice*, directing the special

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projects advertising sales team and developing strategic partnerships, and began her advertising sales and marketing career at the *Boston Globe*.

Hernández is a board member of Women@NBCU, NBC Universal's high-profile female-targeted sales and marketing initiative. The board is comprised of top-level professional women across numerous industries, including advertising, finance, fashion, retail, digital, media and entertainment. She also serves on the nominating committee for the *Emmys en Español* and sits on the advisory board for the Simmons School of Management, part of Simmons College. Hernández was named the first VP for the International Advertising Association and is also involved in the Advertising Women of New York and National Association of Minorities in Cable. In 2005, she created the Time Warner Hispanic Executive Program, aimed to recruit director-level talent to cross-train in the business of marketing to Hispanics.

Most recently, Hernández was appointed to New York City's Latin Media and Entertainment Commission, where she advises the Mayor's office on business development and retention strategies for the Latin media and entertainment industry.

She received her MBA from Baruch College and her undergraduate degree from Tufts University.