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7th Annual **MULTI-CULTURAL MARKETING SUMMIT**
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Matt Grim

Director, Affiliate Sales and Marketing **Fox Sports en Español**

Matt Grim is responsible for the development and implementation of national marketing and sales strategies for Fox Sports en Español, and as such, works closely with Fox Cable Networks' affiliate sales team to develop new campaign strategies, affiliate marketing and local ad sales promotions and merchandising. His responsibilities also include identifying and organizing local Hispanic community events and sponsorship opportunities, while managing the Fox Sports en Español brand and network analysis.

Grim first joined the News Corp family as an Account Executive for Fox News Channel and Fox Movie Channel in 1998 and was later promoted to Regional Manager, Affiliate Sales & Marketing for Fox News Channel. Most recently, Grim was Director of Affiliate Relations for TuTv Networks, a Televisa and Univision joint venture responsible for the distribution and marketing of five Televisa networks in the United States. His past experience also includes work with the DC United soccer team. Grim graduated from The College of William and Mary with a Bachelor of Arts in Government.