

MULTICULTURAL MARKETING SUMMIT



Victor Parada

Vice President, Advertising Sales

Discovery Networks Latin America / U.S. Hispanic Group

Victor Parada is currently responsible for advertising sales for Discovery Networks U.S. Hispanic brands – Discovery en Español, and Discovery Familia. Under Parada's leadership, Discovery en Español has grown and become a highly competitive network in the Hispanic television marketplace, providing advertisers compelling content-driven value propositions, since its inception in 2005.

Parada first joined Discovery Latin America in 1999 as account manager in the Miami office. Shortly after joining, he launched the advertising sales operation in Mexico City to build the Latin American Division's emerging regional ad sales business. He was later promoted to Ad Sales Director, overseeing panregional sales across Latin America, in addition to growing the sales in Mexico.

In 2005 he formed part of the leadership team that launched Discovery's U.S. Hispanic Group. He has strategically led the emergence and growth of the company's Hispanic network.

Prior to joining Discovery, Parada was ad sales account executive for Univision Communications, where he generated advertising sales revenue for their cable network, Galavision. Parada began his ad sales career as an account executive at American Radio, Inc in Boston.

Parada graduated from Pennsylvania State University with a bachelor's degree in Advertising. He is a native of Mexico City and currently resides in Miami with his family.