

SOLANGE CURUTCHET

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Summary and Skills:

Strategic and creative digital media executive with experience in digital video, online publishing and digital media sales and content. Key skills include: Digital Strategist • 3rd party acquisitions • US Hispanic Market Expert • LATAM Media Expert • Product Development • P&L analysis • Leadership, Team Development & Management • Content Monetization • Experience in Print, TV, Radio and Digital media Peabody Award Winner • Mobile Advertising • Connected TV Advertising

Professional Experience

C-DIGITAL, Buenos Aires, AR / Miami, FL

Founder – Co-Owner

01/2020 - Present

- Offer all digital media services with vast experience in Latin America and in the US Hispanic market, specifically in reorganizing traditional media teams into digital operations. Expert in combining the media content with the company revenue goals. We help and manage departments of content 3rd party acquisitions, business development and digital sales marketing responsibilities, as well as traffic, digital products, mobile, CTV, and OTT initiatives. Clients: UNANIMO Deportes, Streann Media, Tremor, Klik it, Vizio, Grupo Clarin, etc.

ENTRAVISION, Buenos Aires, AR

General Manager, Entravision Digital / Buenos Aires, AR

06/2018 – 12/2019

- Manage an office in Argentina of 70 people, from Developers, Client Services Managers, Supply department, Ad Ops, Human Resources, Content, etc. Manage USA team of 30 people.
- Responsible for the sales team in the USA and all strategy, pipeline, etc., to achieve goals.
- Develop the product and service strategy. Updated a 2-year plan every six months that includes all income, cost and expenses involved in the Business. Develop financial statements budget for the business unit based on deep business insights, cost structures and future projects
- Lead strategy and operations of all Entravision verticals and portals with an omnichannel set of minds.
- Develop alliances or acquisitions to accelerate the division financial results.
- Drives day to day revenue initiatives as head of the business unit. Develop team leadership. Provide strong cross media support services that enables traditional media (TV and Radio) with a powerful ad-stack and value-added services.
- Design the organizational sales, operations and marketing structure, workflows, internal reporting systems, leadership structure and reporting tools through which all personnel should be measured and compensated. Assemble a strong motivated and powerful organizational structure that can drive growth, innovation, and profitability in the mid to long term.
- Develop a monthly full business unit report and a quarterly in-depth report with the quarterly meetings within Entravision; based on the critical KPIs previously agreed upon with the President.

YUME INC., Buenos Aires, AR

Director LATAM

03/2014 – 06/2018

- Create strategy to grow video network business into different countries of LATAM. Expand YuMe publisher and technology footprint across the LATAM media market, including all platforms: online, mobile, tablets and connected TV ecosystem. Develop new businesses for LATAM.

GRUPO CLARIN, Buenos Aires, AR

Head of Digital Business Unit

07/2013 – 03/2014

- Create strategy and lead the “Digital First” initiative of Clarin, for all its properties: Clarin.com, Ole, Entre Mujeres, iEco, Entretenimiento, Espectáculos, deAutos, Argenprop, etc.
- Review all content and commercial processes, including workflows with editorial, marketing, finance, etc. Review new areas needed to be developed for the success of the initiative.

UNIVISION INTERACTIVE MEDIA, Miami, FL

VP, Univision Partner Group (Publisher’s network) and Univision Partner Services (Outsourcing division)

02/2011 – 06/2013

- Managed Partner Groups and Services division. It grew 400% from 2011 to 2012.
- Was responsible for creating complementary line of monetizable digital products and led evangelization resulting in revenue growth from \$50MM to \$75MM.
 - Launched Video syndication platform for UIM partner sites.
 - Built bidding platform for partner sites inventory.
 - Created sales and marketing materials for both syndication and bidding businesses.
 - Lead mobile business models for UPG partner sites.
- Was responsible for first Univision Latin American outsourcing effort, which included search and review of agencies and suppliers of services and products. Negotiated contract terms, pricing, and payment. Lead vendor performance appraisals and contributed to establishing ongoing operations procedure. Estimated savings of +\$5 MM in first year of operations.

Director, Univision Partner Group (Advertising and Publisher Network)

01/2009 – 01/2011

- Created online and mobile Publisher Ad Network business model for Univision Communications Inc. Lead the networks recruitment, workflow execution, platform functionality and revenue. Division generated \$5MM per year in the first 2 years and \$3MM in the 3rd year. Ended with 10MM in 2011.
- Lead day-to-day operations (Account management, publisher acquisitions, marketing, sales, research, and billing). P&L oversight. Managed staff of 7 and advised 15 additional team members. Created the operations processes, best practices, guidelines, policies, and procedures.
- Was Univision’s representative on IAB Network & Exchange, conducting quarterly independent audit required for certification.
- Played client services role with innovative sales and marketing concepts, media buying strategies across partner sites and UIM.

Director, 360 Branded Content, Programming Development and Acquisitions

04/2007 – 01/2009

- Created Univision.com’s first broadband video channel. Aggregated content via media company partnerships, Latin American broadcast, and cable channels. Complemented inventory with long form videos from Univision Networks and local affiliates. Forged key partnerships with top 500 companies and created new revenue opportunities generating \$9MM. Lead the Univision.com editorial yearly calendar, sales packages, and all special productions initiatives, including extensions to mobile properties.
- Lead all Corporate cross platform initiatives.
 - Winner of Univision Communications Inc. “The power of our ideas: 2009”, for in-house Digital TV initiative. The award recognized imagination and resourcefulness above and beyond one’s job definition.
 - Winner of the 2008 Peabody Award for Elections Special.
 - Winner of the 2008 NAB Service to America Award.

Executive Managing Editor/ Sales Marketing – Branded Content

07/2005 – 04/2007

- Oversaw editorial content and site architecture as part of client services offerings to agencies and marketers. Responsible for pricing/budget on all new content projects, responsibilities included hiring staff and freelancers. Programming department liaison with sales on all integrated efforts. Involved in the development of Univision Mobile workflows and sales support needed for the division. Implemented quality control including editorial guidelines for sales departments. Developed and managed content promotion strategies. Worked closely with sales to drive traffic to client destinations within Univision to meet goals. Required ability to balance traffic goals with the site’s editorial integrity.

Executive Web Producer / Senior Branded Content Manager - Client Success

10/2001 – 04/2005

- Created the newly formed Client Success department. Hired and trained staff of 15+ people. Commercial projects exceeded \$30MM in revenue with more than 320 active clients. Clients included General Motors, Fannie Mae, Coca-Cola, Toyota, Honda, Verizon Wireless, Miller, Capital, One, Bank of America, Kraft, McDonald’s, and Bristol Myers. Projects included the production, maintenance, and redesign of websites, such as Pepsi, Tecate and P&G. Built partnership relationships that brought services to the site like Match.com, Fannie Mae, Countrywide, AutoTrader and AutoNation, Century 21, Despegar.com, generating revenue of \$5MM. Prepared the architecture, wireframes, timelines, costs, and staff required for creation or redesign of major clients’ web sites. Measured campaign progress, analyzed historical data for projections and recommendations on campaign optimization. Prepared monthly reports for the President, upper management, and clients.

Managing Editor, Univision.com

11/1999 – 10/2001

- Responsible for several verticals on Univision.com: personal finances, home and garden, health, immigration, education, travel, consumer rights, family, employment, and women. In charge of all breaking news. Negotiated and implemented content partnerships to enrich the site and create new revenue streams. In charge of managing the budget for special projects. Managed a staff of 9 people plus freelancers.

UNIVISION TELEVISION NETWORKS, Miami, FL

07/1997 – 11/1999

Sr. Investigative Producer

- Responsible for investigating various topics for show (computer-assisted reporting). Responsible for producers and associate producers.

PAST POSITIONS

1989 - 1999

- **TRIBUNE COMPANY – SUN SENTINEL, Miami, FL:** Staff Editor-Investigate stories and edit the business section.
- **KNIGHT-RIDDER – THE MIAMI HERALD, Miami, FL:** Staff Writer-Business section and local news.
- **EDITORIAL TELEVISION – ELLE MAGAZINE, Miami, FL:** Senior Editor, In charge of editing lifestyle stories.
- **EDITORIAL ATLANTIDA – SOMOS, PARA TI & GENTE Magazine, Buenos Aires, Argentina:** In charge of business and lifestyle stories.

Education/Affiliation

- Florida International University, Master in Investigative Journalism, 1995 -1997
- Pontificia Universidad Católica Argentina 'Santa María de los Buenos Aires'
 - Political Science, 1989 -1992 / Journalism, 1988 -1990
- Member of the IAB, Online Publishers Association, National Association of Hispanic Journalism, Investigative Reporters and Editors, Poynter Institute, Society of professional Journalism, etc.

Honors and Awards

- Winner of Univision Communications Inc. "The power of our ideas: 2009", for the Digital TV 360º project created between different division of the corporation.
- Winner of the 2008 Peabody Award for Elections Special.
- Winner of the 2008 Special President's Award of the NAB Services to America Awards.
- Cited by the American Heart Association.
- Cited for the investigation of the book "Los Dueños de la Argentina", relating the corruption, holdings and relations between business and government in Argentina.
- Nominee for Scholarship for Journalism Proficiency given by the Clarín Newspaper, Buenos Aires, Argentina.
- Nominee for the 1993 Magazine Writer's Award in Argentina.