

ROMAN GUASCH

38 years, married, 4 Children
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Professional Profile:

Experienced professional with strong background in Broadcast & Digital Media Services, including Business Development, Sales and Marketing of Digital Products, New Products and services, Presentations skills, Communication skills, Ability to understand customer needs, results-oriented and multidisciplinary team management.

Professional Education:

Di Tella University, **Executive Program**, 2004-2005
USAL, Graduate in Advertising 1993-97

Job Experience:

Turner Broadcasting System – A Time Warner company March 2012 - Present

Broadcast Media, Buenos Aires

Business Development, Director LATAM

Reporting to the SVP of BD, 2 employee reporting

I am responsible for the negotiation and management of Turner's VOD content throughout the Latin American region in non-linear platforms, working and negotiating with cable-operators, telcos, internet companies and pure OTT. I am also responsible for the TV Everywhere project in the company

Key achievements:

Pan regional deal with CLAROVÍDEO for the distribution of our VOD content.

Launching of the first TVE projects in the region TNT Plus and SPACE Plus and delivering VOD content in more than 10 clients in the region

Turner Broadcasting System – A Time Warner company October 2007 - Feb 2012

Broadcast Media, Buenos Aires

Business Development, Manager LATAM

Reporting to the SVP of BD, 1 employee reporting

I am responsible for the negotiation and management of Turner's digital content throughout the Latin American region in non-linear platforms, including Internet, Mobile and VOD. Other responsibilities include the identification, development and management of strategic business partnerships and new opportunities for growth or added value in our existing business.

Key achievements:

Part of management team responsible for generating revenues of over USD 4.5 M per year in distribution of digital content; Negotiation with leading companies in distribution of digital content, such as Terra, UOL, Microsoft, La Nacion, Personal, Movistar, Claro, Entel Chile and Uruguay Ancel;

Strategy development and launch of VOD in the region, including creation of business models, managing costs and negotiation with distributors in LATAM.

Claxson Multimedia group LATAM June 04 - September 07

Mobile Manager

Reporting to the VP of Ad Sales, 1 employee reporting

I was responsible for the distribution, commercialization and negotiation of digital content, dealing with telephone operators, integrators and content providers

Key achievements:

Creation of mobile business in the company reaching more than \$ 2M in revenues per year

Product development and generation of mobile brands such as FTV, MuchMusic, HTV, Infinito and adult channels.

Negotiated with telephone operators such as Telefónica, América Móvil, Personal, Entel Chile and Uruguay Ancel throughout the Latin American region

Claxson Multimedia group LATAM September 01 – May 04

Previous position: **Internet & Broadband Product Manager**

Reporting to the VP of Ad Sales, 10 employee reporting

I was responsible for the set-up and management of the company's websites such as Infinito, MuchMusic, Playboy, FTV, Venus, I. Sat, Retro and HTV. Other responsibilities include the product management of the websites, the creation of new products or services and the management of vendors' and content providers' accounts.

El Sitio.com Internet portal, leader in Latin America June 98 - September 01

Marketing Interactive Manager

Reporting to the VP of Ad Sales, 15 employee reporting

I was responsible for the generation of strategies to increase traffic through interactive marketing (promotions, online advertising, email marketing etc.). In the first two years of this period I worked as Coordinator of Interactive Marketing, responsible for the online advertising portal.

Cibrián Campoy Creativos November 97 - June 98

Design company, **Marketing Assistant**

Southquest S.A, September 96 a September 97

Internet Company, **Communication Assistant**

Telecom, May 96 a September 96

Telecommunication company, **Client service**

Other Training:

Finance for non-finance people - Universidad di Tella, 2012

Leadership, Personal Relationships, Innovation, Role Manager - Hosted by Turner, 2010

Teamwork Training, Coaching and Diversity - Organized by Turner, 2011

Public Speaking Course - Taught by Graciela Vazquez, 2011

Leadership and Interpersonal Relations - Dale Carnegie Course, 1999

Participatory Leadership Program I, II III - Program organized by Claxson, 2002/03/04
Quality of Service - Hosted by Claxson, 2003

Groups

Co founder of MOMO (Mobile Monday Argentina)

<http://www.momobuenosaires.com/blog/>

Speaker at the following events:

NexTV 2011, 2012, 2013, Mobile Track 2010, Convergencia 2009, Convergencia 2008

Language:

Fluency in English. Advanced Level

Studying Portuguese - Initial Level