



News About Premium Video

Enrique R. Martínez named Chairman of LAMAC

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Miami, Florida – October 25, 2018 – The Latin American Multichannel Advertising Council (LAMAC) announced today that Enrique R. Martínez, former President and Managing Director of Discovery Networks Latin America/US Hispanic (DLA/USH) has been named Chairman of the LAMAC Board of Directors. Fred A. Medina, current President and CEO of the organization, has decided to step down at the end of this month. Martínez will assume this role starting November 1st of this year, while Medina has agreed stay on as an advisor to Martínez through March 31, 2019.

“LAMAC has been instrumental in promoting the incredible value a premium video environment offers to advertisers across the 57 branded TV networks our members distribute throughout Latin America. Looking ahead, we also have an incredible opportunity, through our members multi-platform environments, to further reach this highly desirable segmented audience, focus on evolving audience measurement techniques, and expand our membership base,” said Martínez.

In his new role, Martínez will be responsible for leading the overall strategy and execution of the LAMAC partner priorities across Latin America. Martínez was part of the organizing committee that envisioned the formation of LAMAC in 2002, which started out with a handful of members that has now grown to include over 57 networks from 8 of the most powerful media companies in the world.

“Leading LAMAC for the past 2 years has been an extremely rewarding professional experience and I am confident the organization will forge ahead with continued success,” said Medina. *“I leave behind an amazing team of professionals that took on and achieved a challenging operational modernization supported by the redefinition of an overall business strategy along with other challenging goals we set forth, and I know they will continue to thrive under Enrique’s leadership to ensure the continued success and future growth of the organization and its members.”*