

# ALBERTO MARTINEZ

Mobile: 559.618.0940 Email: albertomartinez1@aol.com



## VICE PRESIDENT | CORPORATE

**Focus:** General Management | Top Hispanic Markets | Media Sales

**Expertise:** Deep Understanding & Passion of the Hispanic Market

**Skill Sets:** Bi-lingual/bi-literate in Spanish | Grass Roots Promotions | Station Launches & Turnarounds Team Building | Community Presence | Leadership & Operational Management

**Profile:** Pioneering Emmy Award Winning leader with remarkable results in launching and capturing #1 station ratings in Hispanic markets; built capabilities, drove, and delivered **unsurpassed**



**records for revenue growth.** Noted for recruiting, motivating, and leading top talent; creating unifying vision and goals; executing keen sales and operations strategies; and surprising the competition to gain number one rankings. Strong sense of community. Build networks and partnerships; embrace diversity.

**Value Quote:** *“I believe that there are no problems – only solutions. In God I trust. I think big, I maintain a competitive drive, and I accomplish goals through people.”*

### DRIVING FORCES:

Competencies	Results
Escalate Top-line Revenue Growth through Innovative Management Best Practices	Hands-on knowledge of production, TV & radio; developed and forged projects leading to best practices for fundraising, community education, promotional campaigns, and website creation adopted organization-wide <b>Stations: NBC Universal Telemundo Division   Radio UNICA KKPW Power 94 FM   KMSG Channel 59 Telemundo KFTV Channel 21 UNIVISION</b>
Hire Effective Management Teams & Versatile Acct. Mgrs.	Hired, coached and led bi-lingual team delivering \$1.13 million profit on \$3.78 million gross sales; producing 13% growth in one fiscal year
Community Relations Activist Develop Client, Media & Community Partnerships	Envisioned, funded and launched <b>2008 Emmy Award Winning ‘Estudiar Es Triunfar’ for Best Community Service-</b> a multi-platform educational campaign, recognizing educators and top students; established this best practice program adopted as a model throughout the organization Leveraged ‘07 Mexico vs. Ecuador Soccer Game to generate unparalleled station brand, revenue, and audience share for Telemundo 48

## EXECUTIVE PERFORMANCE HISTORY

**NBC UNIVERSAL / TELEMUNDO DIVISION** – San Jose / Fresno, California

2003 – present

*Second largest Spanish Television network in the nation, a division of NBC Universal. Onboard Telemundo during history making, as the only Spanish broadcast network to carry all three presidential debates in their entirety (2004).*

**Vice President / General Manager KSTS San Jose & KNSO Telemundo Fresno**

**Driving force for exponential revenue & ratings growth and wise expense control | Dual manage two stations**

Recruited by NBC Universal as VP/GM with full management and administrative authority for dual-hatted management control for vision, strategic direction, day-to-day operations, and sales for KSTS and KNSO (took over KSTS in 2006); provide leadership support to Sales, News, Finance, Promotions, Engineering, and staff. Report to the Group President; ensure stations are in compliance with corporate policies.

Collaborate closely with Promotions Manager, Department Heads, and task force on designing creative ideas which boost top line, reduce costs, improve pre-tax dollars, and propel overall revenue and audience share.

Monitor cash flow and P&L. Manage a \$20M (combined) budget. Generate and nurture strong community and client relationships. Infused best practices from KNSO into KSTS

- Bolstered KNSO's community presence, exposure, and brand appeal with the community and clients by leading a team to negotiate a facility lease agreement in a prestigious business park.
- Hired, mentored, and promoted top talent and realized explosive revenue and ratings growth:
  - Grew KSTS into a profitable station – the first profitable year since acquisition by NBC Universal (2007). Implemented cost reductions and maintained modest top line growth despite tough market conditions.
  - Produced 16% sales year to year – surpassing plan by 1%; cut costs by 7% at KSTS (2006).
  - Boosted gross revenue sales by 13% year to year; 22% including Political and Olympics at KNSO (2005).
  - Catapulted gross revenue by 163% year to year and pretax by 52%. Built market momentum, drove impressive gains in viewership, and secured brand awareness at KNSO (2004).
  - Skyrocketed NHSI ratings 140% (A18-19); 160% (A25-54); 45% (HH); 1000% (M18-49); 550% (M25-54); 700% (M18-34); just one year after launching *Conteo de Noticias Premier* into the market (NHSI Nielsen Feb'08 vs. Feb' 07, M-F/6pm-6:30pm).
- Outsourced commercial and creative services – a first-ever in the company – creating savvy, highly effective “watch & win” promotions causing ratings to skyrocket and fortifying local revenue.
- Funded, designed, and launched the station's websites bringing web presence to the Silicon Valley, which in turn provided additional revenue stream and created a cross-promotional platform for the station.
- Orchestrated and effectively supported the transition from a traditional newscast with steeper costs into a cost-effective innovative Telemundo Production Center (TPC) Model maintaining ratings integrity, improving news brand, and leveraging creative talents.
- Restructured the KSTS Promotions Department and directed a 40% organizational downsizing, minimizing community backlash, upholding high employee morale, and keeping the station union-free. Collaborated with a team from HR and legal to ensure a successful transition.

#### RADIO UNICA – Fresno, California

2000 – 2003

*Recruited as National & Local Sales Manager for Spanish station launch. Promoted to GM in nine months.*

##### General Manager

##### **Launched & grew ratings for startup station | Named #1 Spanish station in key demographics**

Managed station operations including sales, promotions, news, local programming, traffic, engineering, and administrative functions. Directed day-to-day operations including leadership, motivation, and evaluation of staff. Developed concepts for innovative on-air promotions, giveaways, and contests.

- Boosted ratings for this startup station, positioning RADIO UNICA as the #1 Spanish station in key demographics in various Arbitron markets including Fresno, Visalia, Bakersfield, and Santa Maria.
- Over-delivered on sales budgets three consecutive years.
- Expanded market share in ad dollars from zero/startup to 20% of the Fresno Spanish radio market.
- Planned Central California's largest soccer tournament generating \$250,000 in revenue.
- As National & Local Sales Manager, recruited 10 account executives, sales manager, and support team. Exceeded sales goals 30% and delivered more than \$100,000 in nontraditional revenue from special events.

#### KKPW POWER 94 FM – Fresno, California

1999

##### Sales Manager

##### **Built sales | Managed critical transitions**

Managed five account executives and two business office staff. Prepared sales packages and managed inventory. Acted as General Manager as required.

- Brought on board to build sales during critical transition period. Consistently met monthly sales goals.
- Planned first annual Health & Fitness Expo grossing over \$10,000 in nontraditional revenue.

KMSG CHANNEL 59 TELEMUNDO – Fresno, California

1997 - 1999

**Local Sales Manager****Launched local news | Broke sales records**

Managed, mentored, and guided sales team of five account executives. Prepared sales packages and managed inventory.

- Increased local sales +25%, overcoming several challenging factors—broke all local sales records in 1998.
- Directed launch of NOTICIERO 59. Recruited and hired local News Director. Within six months, NOTICIERO 59 was filled with sponsors and delivered superb results.

KFTV CHANNEL 21 UNIVISION – Fresno, California

1988 - 1997

**Senior Account Executive****Generated 45 % of total sales revenue | Coordinated community events; raised funding**

Generated sales of television advertising to Spanish direct accounts. Coached under-performing individuals to become consistent quota achievers. Created station promotions (contest rules, publicity, negotiations with major retailers). Advanced from technical position as Master Control Board Operator.

- Personally generated more than 45% of total station local revenue among sales team of five.
- Earned honors as #1 Account Executive during first year in sales, as well as each consecutive year.
- Helped coordinate the Mexico vs. El Salvador soccer event in less than four weeks (secured \$30,000 in sponsorships).

**EDUCATION & EXECUTIVE TRAINING**

**Bachelor of Arts Degree, Telecommunications** – California State University, Fresno, 1991

**Continuing Education** – GE Leadership, Innovation & Growth (2007); Effective Coaching Skills; GE Preventing Discrimination; Specialized Training CA Sexual Harassment; Hiring the Right People; Crisis Management & Security; Growth Traits Dialogue (2006); Zig Ziglar; Tony Robbins; various Supervision, Sales & Management seminars

**COMMITMENT TO COMMUNITY****Affiliations & Boards**

Education and Leadership Foundation Board Member (2008), Greater San Francisco Ad Club (2007-2008) ▪ Fresno Area Hispanic Foundation (Secretary, 2006) ▪ Fresno Hispanic Chamber of Commerce (Board of Directors, 2003-2005) ▪ Fresno Advertising Federation ▪ Arte Americas (Board of Directors, 2006) ▪ Central California Girl Scouts Board of Directors ▪ River Bluff Elementary School Site Council Member ▪ Life Member of Kingston's National Registry of Who's Who ▪ Ronald McDonald House Capital Campaign Committee

**AWARDS**

2008 Emmy for "Estudiar Es Triunfar" - Best Community Service Educational Multi-platform Campaign

Hispanic Man of the Year Award, Moon Broadcasting, Inc. 2005

Best Boss Award, Radio UNICA 940 AM

Addy Award from the Greater San Francisco Ad Club for Television Spanish Self Promotion

Addy Award from the Greater San Francisco Ad Club for "Vive Telemundo"

Addy Award from the Greater San Francisco Ad Club for Jugando Ganando "Watch & Win" Promotion