**MARIO M. CARRERA**

10460 Ladera Drive, Lone Tree, Colorado 80124 | 303.918.1996 | carreramariom@gmail.com  [**www.linkedin.com/in/mario-m-carrera**](http://www.linkedin.com/in/mario-m-carrera)

**~PROFILE AND ACCOMPLISHMENTS~**

Highly skilled C-level executive leadership delivering growth and development of solid media operations. Over 30 years of P&L, Operations, General Management, Sales, Marketing, Strategic planning, with media programming Content, Promotional and Event production responsibilities including direct oversight of over 1000 Division headcount. Earned key recognition through various awards including 14 News Emmys, American Jewish Committee Lifetime Achievement, NFL Hispanic Heritage and Community Service Broadcast Excellence Awards.

**~KEY BOARD COMPETENCIES~**

**General Management and Operations.**

**Profit & Loss Responsibilities.**

**Sales, Marketing, Advertising and Events.**

**Strategic Planning Expertise.**

**Community, Governmental Affairs and Communications.**

**Industry Knowledge. Media.**

**~CORPORATE BOARD OF DIRECTORS AND PROFESSIONAL EXPERIENCE~**

**Colorado Latino Leadership, Advocacy & Research Organization, CLLARO.** First 501c3 Non-Profit and Non-Partisan Latino Community Organization in the country. Focused on Leadership Development and Research Policy.

**President/CEO,** 2022-Present

* Restructuring $1.3 Million organization to increase scale of Leadership/Advocacy/Research Programs.
* Raised $652k in five months for staffing new research initiative.
* Secured US Ambassador Ken Salazar as keynote. Raised awards event funds 10x more than prior.

**ENTRAVISION COMMUNICATIONS CORPORATION (NYSE: EVC) 2003-2019**

*$250M+ Russell 3000 Largest affiliate group of Univision Television Stations, O&O Radio stations, Radio Network and Top Hispanic Digital Network.*

**Chief Revenue Officer****,** 2013-2019

* Responsible for all Media Platform Sales, Operations and Content oversight. 1000 headcount.
* Delivered CAGR of 5% in Total Revenue exceeding $200mm from 2012 to 2016.
* Contributed to strategic company reorganization defining Regional and Functional responsibilities.

**Senior Vice President, Television Group, Spanish Language Stations,** 2012

**General Manager/Vice-President**, Colorado 2003-2011

**LBI MEDIA, INC. 2001-2003 Independent** *multi-market television and radio operator.*

**Television Local and National Sales Manager**, Los Angeles, Houston, San Diego

**HARRISCOPE OF LOS ANGELES, INC. 1997-2001** Independent Los Angeles Television Operator

**Local Sales Manager**, Los Angeles

1. Tripled revenue growth: 1998 20%, 1999 25.7%, 2000 58%.

**PAXSON COMMUNICATIONS, INC. 1997**

*Christian Television Network & Owned & Operated Station Group*

**General Manager**, Fresno/Bakersfield

**UNIVISION COMMUNICATIONS, INC.** **1985-1996**

**General Manager/Vice-President**, Dallas/Fort Worth 1994-1996.

**General Manager/Vice-President**, Fresno/Bakersfield 1989-1994

**Spot Sales Manager**, San Francisco.1988-1989

**Account Executive,** KMEX-TV Channel 34, Los Angeles 1987-1988

**Marketing Assistant / Account Executive,** KMEX-TV Channel 34, Los Angeles.1985-1986

**FOX TELEVISION GROUP, INC.1986-1987**

*Top Television Network and Owned & Operated Station Operator*

**Account Executive**,KTTV-TV Channel 11, Los Angeles, CA

**~CURRENT & PAST NOT-FOR-PROFIT & GOVERNMENT BOARD EXPERIENCE~**

**SCL Health System,** Board Director.January 2020-March 2022. SCL Health is an AA- Very Strong and Stable Outlook rated faith-based $2.8 Billion Operating Revenue not-for-profit health-care system that operates eight acute care hospitals, three safety net clinics, one children’s mental health center and more than 190 ambulatory service centers in Colorado, Montana AND Kansas with more than 15,000 associates and over 750 employed providers. Member of Finance and Investment Committees.

**Metropolitan State University of Denver**, Board Trustee. January 2020-December 2022. Colorado Governor Appointee. $240 Million Budget. 20,000 students. 3rd Largest Colorado University. Top Diversity Champion and Hispanic Serving Institution. Co-Chair of Sustained Racial Justice Committee and Member of Governance & Nominating and Audit & Finance Committees.

**Denver Housing Authority,** Board Commissioner. October 2019–March 2022. Mayor and City Council Appointment. A $268 Million quasi-municipal corporation with a portfolio of over 11,000 units and housing choice vouchers providing affordable housing. Finance and Operations Committees.

**Denver Art Museum,** Board Trustee. 2015 – Present, Marketing & Strategic Alliance Committee Co-Chair and Collections Committee member.

**Colorado Reapportionment Commission,** Chairman. Supreme Court Chief Justice Appointee. 2011

**~PROFESSIONAL ACTIVITIES /MEMBERSHIPS~**

**National Corporate Directors Association Directorship Certified and Latino Corporate Directors Association Member.**

Member of various business-related professional organizations including the **Colorado Media Project Advisory Board.**

**~EDUCATION~**

**Harvard University**, Cambridge, Massachusetts. Bachelor of Arts.

**El Colegio de Mexico**, Mexico City, International Relations/Public Administration Programs.

**University of California,** Los Angeles, Broadcast Sales and Management.

**Northwestern University, Kellogg School of Business**, Evanston, Illinois,

National Association of Broadcasters, Executive Development.