

David Tardio serves as Vice President, Advertising Sales, Discovery Communications U.S. Hispanic Group. In this role, he oversees the sales efforts across NYC and Chicago for Discovery's Hispanic portfolio including cable and digital assets.

Previously, Tardio served as Senior Account Executive for Univision where he managed the National Sales efforts based in NYC. Prior to that, he worked for Azteca America, the US arm of the Mexican TV giant TV Azteca.

Tardio's experience includes more than 17 years in advertising sales/business development and media planning/buying, spanning broadcast, cable, digital, and print. Earlier in his career, Tardio held various agency and sales positions focusing on the development of digital media.

From 2000-2002 he worked for Engage, a CMGI subsidiary, where he was a Sales Manager and the Manager of Operations for Mexico.

Tardio earned a Bachelor of Arts from Gettysburg College in Political Science and Spanish, and an MBA from the Middlebury Institute of International Studies at Monterey.