

**Luis Romero**  
**Senior Vice President, Digital Sales, NBCU Telemundo Enterprises,**  
**NBCUniversal**

Luis Romero serves as Senior Vice President, Digital Sales, NBCU Telemundo Enterprises, NBCUniversal. In this role, Romero has strategic oversight of the company's digital properties including Telemundo and UNIVERSO, as well as NBCU Telemundo Enterprises' presence on mobile, VOD and NBCUniversal's digital partners BuzzFeed, Snapchat and Vox Media.

Romero and team are currently focused on proving the value of the expanded digital audience of the Telemundo brand, reaching valuable audiences in the English and Spanish languages across all platforms. He reports to Laura Molen, Executive Vice President, Advertising Sales, Lifestyle and NBCU Telemundo Enterprises Group, NBCUniversal.

Prior to joining NBCUniversal in 2006, Romero served as one of the first employees working on Univision's digital offering as Vice President of Sales (2000-2005). Previously, Romero was a Vice President at Katz Media Group, where he was responsible for leading the Northeast Sales team generating revenue for Hispanic radio stations in the region.

Romero began his career at The Bravo Group, a leading Hispanic media agency, where he focused on media strategies for a broad array of Fortune 500 clients.

A graduate of St. John's University, Romero lives in New York.