

## HISPANIC MEDIA – FROM 2019 FACT PACK (latest available)

### Largest U.S. Hispanic media agencies and agency groups

Agencies and agency groups with \$2 million or more in estimated 2018 U.S. revenue from Hispanic media activities. Dollars in millions.

#	Agency or agency group, parent or affiliation (network), headquarters	Key executives	2018 revenue
1	<b>Publicis Media Multicultural</b> , Publicis (Publicis Media), New York	<b>Lisa Torres</b> , president, multicultural	<b>\$74.1</b>
2	<b>GroupM Multicultural</b> , WPP (GroupM), New York	<b>Gonzalo Del Fa</b> , president	<b>67.3</b>
	<b>Wavemaker Multicultural</b> , WPP (GroupM Multicultural, Wavemaker), New York	<b>Sandra Muoio</b> , senior partner, group director	<b>28.5</b>
	<b>Mindshare Multicultural</b> , WPP (GroupM Multicultural, Mindshare), New York	<b>Mike Torres</b> , managing director	<b>18.3</b>
	<b>MediaCom Multicultural</b> , WPP (GroupM Multicultural, MediaCom), New York	<b>Ronald Méndez</b> , managing partner, multicultural lead	<b>11.1</b>
	<b>Essence</b> , WPP (GroupM Multicultural, Essence), New York	<b>Gonzalo Del Fa</b> , president, GroupM Multicultural	<b>4.9</b>
	<b>Other GroupM agencies</b> (m/Six, OpenMind)	<b>Gonzalo Del Fa</b> , president, GroupM Multicultural	<b>4.5</b>
3	<b>Horizon Media</b> , New York	<b>Karina Dobarro</b> , senior VP, multicultural	<b>16.2</b>
4	<b>OMD Multicultural</b> , Omnicom (OMD), Chicago	<b>Ana Crandell</b> , group account director	<b>13.0</b>
5	<b>Conill</b> , Publicis (Saatchi & Saatchi Fallon), El Segundo, Calif.	<b>Diana Stumvoll</b> , VP-media director	<b>7.0</b>
6	<b>Casanova//McCann</b> , Interpublic (McCann), Costa Mesa, Calif.	<b>Roxane Garzon and Diana Sheehan</b> , media directors	<b>5.5</b>
7	<b>Third Ear</b> , Omnicom (49%), Austin, Texas	<b>Chloe King</b> , group media director	<b>3.3</b>
8	<b>M8</b> , Dentsu (Dentsu Aegis Network, iProspect), Miami	<b>Jonatan Zinger</b> , senior VP-media insights	<b>2.8</b>
9	<b>Interlex Communications</b> , San Antonio	<b>Leah Delagarza</b> , media director	<b>2.5</b>
10	<b>Infusion</b> , Los Angeles	<b>Marielise Colavin</b> , executive VP-integrated media services	<b>2.3</b>

## HISPANIC AGENCIES – FROM 2019 FACT PACK

### Largest U.S. Hispanic agencies

By U.S. revenue in 2018. Dollars in millions.

Rank	Agency, parent or affiliation (network), headquarters	Key executives	2018 revenue <sup>1</sup>
1	<b>The Community*</b> , Publicis (Publicis Sapient), Miami	<b>Luis Montero</b> , president; <b>José Mollá</b> , founder and chief ideas officer; <b>Joaquín Mollá</b> , founder and chief ideas officer	<b>\$47.2</b>
2	<b>Alma*</b> , Omnicom (DDB), Miami	<b>Luis Miguel Messianu</b> , CEO and creative chairman	<b>43.0</b>
3	<b>Conill*</b> , Publicis (Saatchi & Saatchi Fallon), El Segundo, Calif.	<b>Carlos Martinez</b> , president	<b>37.8</b>
4	<b>Dieste*</b> , Omnicom, Dallas	<b>Greg Knipp</b> , CEO	<b>30.9</b>
5	<b>República Havas*</b> ∨, Vivendi (Havas Creative Group), Miami	<b>Jorge A. Plasencia</b> , co-founder, chairman and CEO	<b>30.9</b>
6	<b>Gallegos United*</b> ∨, United Collective, Huntington Beach, Calif.	<b>Andrew Delbridge</b> , co-president and chief strategy and engagement officer; <b>Harvey Marco</b> , co-president and chief creative officer; <b>John Gallegos</b> , CEO, United Collective	<b>25.0</b>
7	<b>Casanova//McCann*</b> , Interpublic (McCann), Costa Mesa, Calif.	<b>Ingrid Otero-Smart</b> , president and CEO	<b>20.1</b>
8	<b>Third Ear*</b> ∨, Omnicom, Austin, Texas	<b>Manny Flores</b> , CEO and managing partner; <b>Alejandro Ruelas</b> , CMO and managing partner	<b>17.4</b>
9	<b>VMLY&amp;R*</b> , WPP, Kansas City, Mo.	<b>John Cook</b> , global CEO; <b>Eric Campbell</b> , global president	<b>17.1</b>
10	<b>Zubi Advertising*</b> , WPP, Coral Gables, Fla.	<b>Tim Swies</b> , president and CEO; <b>Pablo Miro</b> , VP-growth marketing	<b>16.5</b>
11	<b>Lopez Negrete Communications</b> ∨, Houston	<b>Alex López Negrete</b> , president and CEO	<b>16.0</b>
11	<b>Richards/Lerma</b> , Dallas	<b>Pete Lerma</b> , principal and founder; <b>Aldo Quevedo</b> , principal and creative director; <b>Salma Gottfried</b> , principal and brand management director	<b>16.0</b>
13	<b>Interlex Communications</b> ∨, San Antonio	<b>Rudy Ruiz</b> , CEO; <b>Heather Ruiz</b> , chief creative officer	<b>12.4</b>
14	<b>Marca</b> ∨, Eastport Holdings, Coconut Grove, Fla.	<b>Tony Nieves</b> , president	<b>12.0</b>
15	<b>De la Cruz Group</b> ∨, Guaynabo, Puerto Rico	<b>René de la Cruz Vila</b> , chairman and CEO	<b>11.4</b>
16	<b>PM3</b> ∨, Atlanta	<b>Ricky Echegaray</b> , partner; <b>Eduardo Pérez</b> , partner; <b>Hernán Feuermann</b> , executive VP and general manager	<b>11.1</b>
17	<b>Infusion</b> ∨, Los Angeles	<b>Liz Castells-Heard</b> , CEO and chief strategy officer	<b>10.6</b>
18	<b>Lopito Ileana &amp; Howie</b> ∨, Guaynabo, Puerto Rico	<b>Carlos J. Rodriguez</b> , CEO and president	<b>9.4</b>
19	<b>Marketing Arm*</b> , Omnicom, Dallas	<b>Andrew Robinson</b> , CEO	<b>8.6</b>
20	<b>We Believers</b> , New York	<b>Marco Vega</b> , co-founder and chief strategy officer; <b>Gustavo Lauria</b> , co-founder and chief creative officer	<b>8.5</b>