



» **Nuestra.TV**

Co-founder and CEO

Alberto “Banano” Pardo is the co-founder and CEO of Nuestra.TV, founder and CEO of Adsmovil, a minority-owned and certified leading pioneer in the Hispanic mobile advertising and digital media arena, with a focus on the holistic Hispanic consumer cohort, across generations.

An entrepreneurial leader in digital transformation and e-commerce, Pardo is widely respected for his strategic vision and track record in launching successful start-ups that embrace innovation, and spearhead cultural evolution.

In 2008, Pardo created the eCommerce Chamber in Colombia and founded Bea Digital, recognized as one of the region’s enterprising digital agencies.

He would later capitalize on his 20 years of experience in the digital industry by launching Adsmovil in 2010, which he founded when he realized that many U.S. based IP addresses were accessing and consuming content in Latin America. Under his leadership, Adsmovil has grown into a globally recognized company, offering transformation and solutions in mobile and digital advertising for a wide range of brands, publishers, and agencies.

Pardo has been honored and recognized by a range of industry groups, including the Mobile Marketing Association in Latin America, IAB Colombia, and the eCommerce Chamber in Colombia.

He earned a BS in Industrial Engineering at Pontificia Universidad Javeriana and an MBA at the University of St. Thomas – Opus College of Business.



» **Nuestra.TV** **Chief Marketing Officer**

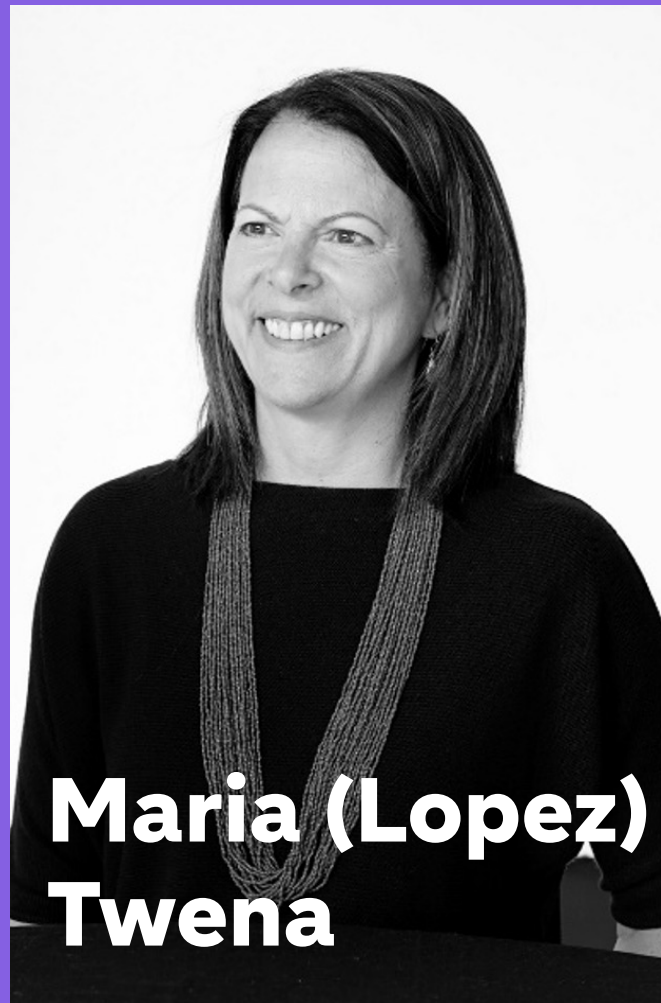
Maria (Lopez) Twena serves as Chief Marketing Officer of both Nuestra.TV and Adsmovil, a leading minority-owned and certified mobile advertising and digital media pioneer.

An award-winning marketer with extensive expertise in technology, digital media, and branding, Twena most recently served as Executive Vice President of Brand and Marketing at WelcomeTech, the world's first digital platform providing immigrants the resources needed to succeed.

Prior to WelcomeTech, she served as CMO of Entravision Communications and as CMO of Pulpo Media, in addition to key leadership roles at a range of agencies including GH Latino and Second Generation Soy, which she founded to guide Fortune 100 brands on acquiring 1.5 and 2.0 generation Hispanics.

Widely recognized for her expertise in branding, positioning, and multicultural customer segments, Twena's accolades include receiving the ADCOLOR Award (2009) for her groundbreaking achievement in identifying, segmenting, and targeting bilingual/bicultural Hispanics while at MRM (McCann Worldgroup).

She has served as a Board Member of the Association of Hispanic Advertising Agencies and as a ThinkNow Advisory Board Member. Twena is a graduate of Loyola University of the South (B.A. Psychology) and the University of New Orleans, where she received her Master of Arts in Mass Communications, with a specialty in Film and Television.



**Maria (Lopez)
Twena**



» **Nuestra.TV**

Chief Revenue Officer

Jessica Ricaurte is an industry veteran in the multicultural space with 18 years of experience.

She possesses a unique mix of business development, product, creative, and storytelling skills. Her focus and passion are with the multigenerational Hispanic market.

Prior to joining Adsmovil as a Chief Revenue Officer, she led Yahoo's Diversity and Inclusion sales category.

Jessica's career began on the agency side at ID Media (IPG) as a broadcast buyer. Quickly leaning into working closely with Univision, Telemundo and Azteca America, she decided to pursue a career in Multicultural Marketing.

Jessica earned a bachelor's degree in Psychology and Communications from the University of Michigan.



**Jessica
Ricaurte**



»Nuestra.TV

VP of Product, Presale and Operations

Adriana Daantje came to the U.S from her native Venezuela in 2008 after developing a successful career in digital advertising for several companies, including Starmedia, Up-Mobile and Connectium Limited.

As a first-generation immigrant, she managed to establish her reputation as a team player and leader with Cisneros Group, developing innovative mobile advertising solutions for the Hispanic market.

Passionate about the digital marketing industry and Hispanic audiences overall, at Adsmovil Daantje serves as Product Developer and Operations Manager.

She's based out of Miami, Florida. She received her degree in Business Administration and Marketing from Universidad Metropolitana from Caracas, Venezuela.



**Adriana
Daantje**