

VICTOR J. MONTILLA TORRES

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EXECUTIVE MANAGEMENT

*Media Management & Operations • Marketing • Strategic Planning
• Publishing & Digital Media • Hispanic Market*

Accomplished Senior Level Executive. Results-oriented, decisive leader with proven success. Track record of increasing sales while spearheading operational improvements to discover new sources of income and reduce costs.

CORE COMPETENCIES

- Visionary Leadership
 - Key Partnership Development
 - Organizational Restructuring
 - Media Relations
 - Strategic Alliances
 - High Stake Negotiations
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PROFESSIONAL EXPERIENCE

CASIANO COMMUNICATIONS, INC., San Juan, PR
Executive Vice President

2010-Present

Provide executive leadership for one of the largest Hispanic Publisher of Magazine and Periodicals in the United States, with over 11 Publications, digital media, marketing services and a full telemarketing operation that serves Puerto Rico and the US Mainland.

Lead operations and offer strategic direction. Responsible for bottom-line factors including long-range management, sales, production, distribution, budgeting, shipping, circulation, telemarketing operations and decision making of all publications and subsidiaries. Provide cross-functional management; direct 1 subsidiary President and COO, 5 Vice Presidents, 5 department directors and oversee approximately 500 full time and part time employees. Redefine organizational structure; oversee major budgetary decisions and perform regular evaluations of corporation's results.

Key Achievements

- Launched web and mobile applications for Caribbean Business.
- Developed and produced profitable, revenue-generating sales and marketing events.
- Structured a strategic plan to identify and generate new sources of revenue.
- Established a new call center to provide new business leads, and support to the Sales Department.

MORE THAN MEDIA, CORP., Guaynabo, PR

2009-2010

President

Provide marketing, strategic planning and consulting services to companies seeking to maximize media investments, tap into diverse markets, export programming, and successfully launch and operate media related businesses.

Develop and execute comprehensive research plans to maximize client's media investments. Provide effective distribution strategies. Offer consulting in the areas of management, Hispanic market, marketing and operations to private and public sector. Provide direction and experience in media in order to streamline procedures, and make media operations and investments cost-effective.

PUERTO RICO PUBLIC BROADCASTING CORPORATION, Hato Rey, PR

2005-2009

President

Provide executive leadership for multi-million, government owned media corporation with two television stations, two radio stations, an Internet portal and self-generated sales of +\$2 million.

Lead operations and offer content and strategic direction. Responsible for bottom-line factors including long-range management, programming development and programming export processes. Provide cross-functional management; direct 7 Vice Presidents and oversight 260 full time employees and contractors in excess of 100. Redefine organizational structure; oversee major budgetary decisions and perform regular evaluations of corporation's results while completing total digitalization process.

Key Achievements

- Founded the TUTV Negocios division providing production and marketing services to government agencies and the private sector.
- Generated record-breaking sales of 2.7 million, an increase of 400% in the first year.
- Developed strategic plan and achieved export of local programming through a historic alliance between the Corporation and Televiscentro, owned by LIN TV Corp., broadcasting 16 weekly hours of original programming to Wapa America's 1.5 million viewers.
- Achieved export of local, award winning programming at national level through PBS.
- Increased Allegro FM audience levels by 100% through restructuring and changes in FM programming format
- Inaugurated first HD facilities, becoming the first station in Puerto Rico able to record and broadcast in digital high definition.
- Launched *TUTV Móvil* where TUTV's programming can be seen on your mobile phone, while reaching a greater audience while strengthening revenue efforts

PUERTO RICO PUBLIC BROADCASTING CORPORATION, Hato Rey, PR
Executive Producer

2003-2005

Executive Producer for live, daily daytime show En Todas

Fully responsible for all aspects of production: including, but not limited to, budgeting, booking, talent contracts, advertising sales, etc. Negotiate trade-outs to multiply show's resources while minimizing production costs. Supervise all studio technicians and engineers, as well as production staff.

Key Achievements

- Raised show ratings two full points in the first quarter
- Changed show format and content to a women's magazine show
- Developed and implemented work plan establishing timely organization methods

ESTUDIO VORTICE, Guaynabo, PR
Partner/Executive Producer

2002-2005

Executive producer for studio and post-production's facility's productions.

Fully responsible for the general administration of the production/graphic studio. Aid in the design and implementation of graphics and animation packages for clients. In charge of general administration.

Key Achievements

- Generated sales that exceeded projections by 150%.
- Creator and executive producer for Salud TV, first health program designed entirely for hospital closed circuit television.

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES,
SUNCOAST CHAPTER, Miami, FL
Vice President – Puerto Rico

2001-2006

First Puerto Rican Vice President. Actively lobbied and made it possible for Puerto Rico to join the Suncoast Chapter of the National Academy of Television Arts and Sciences and participate in the Emmy Awards

Responsible for processing all Emmy Award entries from Puerto Rico. Coordinate judging for Los Angeles, Texas, Chicago and San Francisco. Produce yearly Silver Circle Award Ceremony in Puerto Rico.

Key Achievements

- First Puerto Rican to receive the Academy's Governor's Award.
- Guaranteed inclusion of Puerto Rico in the yearly celebration of the Emmy Awards
- Achieved recognition for the Puerto Rican television personalities who have worked for over 25 years in the industry through the annual celebration of the Silver Circle Award Ceremony in Puerto Rico.

MONTILLA TELEVISION GROUP, Guaynabo, PR
President/Executive Producer

2000-2001

Created and produced original programming with pioneering elements and superior content.

Created broadcast, commercial programming for leading commercial television stations. Solely responsible for show's advertising, promotion, sales of product integration's and product placement. Directly supervised show's booking and ticketing. In charge of budgeting, contracts between station and advertisers. Supervise all studio technicians and engineers, as well as production staff.

Key Achievements

- Created and produced first Spanish speaking animated television sitcom "Los Del Barrio". Show rated first in its programming hour, and among the top ten shows in the month the show aired. Show had the full backup and support from the advertising industry.
- Created and produced the late-night talk show "En Casa de Luis Raúl". Show rated among the top shows during its programming hour. First show in the island to integrate internet technology to promote television audience interaction and participation. Host prompted participation generated about 600 emails per hour. Show generated \$5 million in sales during its first year, 500% the total budget of 500k.

CORDERO TELEPRODUCCIONES, Hato Rey, PR
General Producer

1992-1999

General Producer for daytime and prime-time programming. Directly responsible for over 14 hours of weekly television programming.

General Producer for all six of company's television shows. Shows included, but not limited to "Show de las Doce" – daily midday variety show, "Wilson Wilson", "Mi Familia" weekly sitcoms, "La Comay X-Clusivo" – weekly gossip show, "Musicomedia", "Sábado a las Doce" weekly variety shows, and other television productions. Supervised all studio technicians and engineers, as well as production staff. Accountable for all aspects of production: including, booking, talent contracts, and advertising sales

Key Achievements

- Maintained shows in the top share with outstanding record of accomplishment for obtaining the highest ratings in their respective programming hours.
- Outstanding record of revenue-generating programming productions, with advertising sales in record numbers.

REVISTA ¡EN ESTRENO!, Hato Rey, PR
President/Owner

1995-1996

Publisher for ground-breaking entertainment guide.

Created and published entertainment guide, covering areas of art, video, film, sports, and special events. Distributed over 20,000 copies of the monthly entertainment guide free of cost to the public, island wide.

Key Achievements

- Negotiated exclusive contract with Caribbean Cinemas, the largest movie theater chain in the Caribbean with over 150 theaters, for distribution in their movie theaters.

TELEMUNDO NEWS DEPARTMENT, Hato Rey, PR
Location Producer

1992, 1996

Worked with remote units at the 1992 and 1996 general elections.

Covered news directly from parties and Electoral State Committee. Produced segments for live transmission.

Key Achievements

- Coordinated production for live interventions from remote locations with studio production via satellite feed.

EDUCATION AND CREDENTIALS

Bachelor of Arts in Communications/Broadcast Production • LOYOLA UNIVERSITY,
New Orleans, Louisiana

Professional Associations and Awards

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES GOVERNOR'S AWARD RECIPIENT (2006)

TELEVISION EXECUTIVE OF THE YEAR, ADNOTAS.COM (2006)

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES, VICE PRESIDENT PUERTO RICO (PRESENT)

SALES & MARKETING EXECUTIVES ASSOCIATION OF PUERTO RICO (2005 – PRESENT)

PUERTO RICO CHAMBER OF COMMERCE (2005 – PRESENT)

PUERTO RICO CONVENTION BUREAU (2005 – PRESENT)

CORPORATION FOR PUBLIC BROADCASTING PUBLIC AWARENESS INITIATIVE BOARD (2006 – 2009)

LATINO PUBLIC RADIO CONSORTIUM BOARD OF DIRECTORS (2007 – 2009)

NATIONAL ASSOCIATION OF TELEVISION PROGRAMMING EXECUTIVES (2005 – 2009)

NATIONAL ASSOCIATION OF BROADCASTERS (2005 – 2009)

PUERTO RICAN ASSOCIATION OF RADIO BROADCASTERS (2005-2009)

PUBLIC BROADCASTERS MANAGEMENT ASSOCIATION (2005 – 2009)