



## **Carmen M. DiRienzo – Founding President & CEO**

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Carmen DiRienzo is a seasoned media executive with superior leadership skills, outstanding managerial and consensus building capabilities and an entrepreneurial vision and spirit. She is founding President and CEO of V-me Media, Inc., producer and distributor of America's fourth largest Spanish language broadcast network, Vme, which launched in 2007 and today reaches 70 million TV Households, including 80% of America's Hispanic TV Households. The network is delivered by free over-the air digital television in partnership with over 40 public television stations. In addition, it is delivered by cable in each of those markets and nationwide by satellite and telco.

In 2010, Vme launched its second channel, called "Vme Kids", dedicated to highest quality pre-school programming in Spanish, reaching a million homes this year on cable.

Carmen designed Vme's company strategy and unique business model to meet the needs of an increasingly diverse and dynamic US Hispanic market, and is dedicated to unleashing the power of media to inspire and educate, as well as to entertain.

Before taking the helm at Vme, Carmen was Vice President and Managing Director of Corporate Affairs for WNET New York, the nation's flagship public broadcasting station. Her responsibilities included external relations, business development, operations, and administration.

Throughout her career, Carmen has been a builder. She is consistently heralded for her insightful strategies that have, over the last decade, been critical to the growth of WNET from a single station licensee to a roster of 3 analog broadcast stations, 7 digital channels, and 2 radio stations, as well as securing many successful creative partnerships. She also represented WNET in network affiliate activities, and the NY Metropolitan Broadcasters Association, which identified and negotiated post-9/11 broadcasting facilities.

Prior to joining the staff at WNET, Carmen was an attorney in private practice, specializing in labor and employment law, primarily for broadcast and entertainment industry clients, including Group W, WWOR-TV, WNET, WGBH, WETA, KCET and PBS. She is a magna cum laude graduate of Syracuse University and obtained her juris doctorate from the George Washington University National Law Center.

Presently, Carmen serves as Chairman of the Board of Latino International Theatre Festival /TeatroStagefest, and is a member of the IESE School of Management Media Advisory Board. . In addition, Carmen serves on the Boards of the National Parks of New York Harbor Conservancy and the Ballet Hispanico.