



## **Guillermo Sierra – Chief Content Officer, Senior Vice President**

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Guillermo Sierra is a veteran of Spanish-language media having spent his entire 20-year career in this arena.

Prior to joining V-me, Guillermo was the Senior Vice President of Programming and production for Spanish Broadcasting Systems (SBS). In this role he led overall content strategy for a new U.S. Hispanic network.

Before joining SBS, Guillermo was Vice President of Programming and Production for Discovery Communications Latin America/Iberia, where he over saw all aspects of programming, acquisitions, production, marketing, on-air promotion, creative services, language customization and production management for nine brands produced and distributed in Latin America, Spain and Portugal including two channels in joint venture with the BBC. Guillermo also participated in the development and production of programming for Discovery Channel in the U.S.

Guillermo spent seven years at Latin American Pay Television Services, a partnership formed by Universal Studios, Paramount Pictures, Twentieth Century Fox and Metro Goldwyn Mayer. In LAPTV he held several increasingly senior level positions which included Vice President of Programming and Acquisitions and Vice President of Networks.

Earlier in his career in Mexico, he held several positions at Grupo Televisa's pay television operations.