



Guillermo Sierra – Chief Content Officer, Senior Vice President
V-me Media, Inc.

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

Guillermo joined V-me six months before launch and has been responsible for designing the programming strategy of the network, which includes the planning and implementation of content distribution in all formats, including broadcast, digital, and traditional media. He supervises directly all programming acquisitions and original productions. He has acted as executive producer of all original series, including Estudio Billboard, Paginas de New York Times, Viva Voz, Participa 2008 and many more of the almost 500 hours that V-me has produced since inception. He also has been responsible for supervising the selection and acquisition of over 2000 hours of content in genres as diverse as preschool, lifestyle, factual entertainment, music, news and current affairs, and authored and executed the successful strategy of partnership with highly credible world-class brands in each genre.

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

Before that, Guillermo was Vice President of Programming and Production for Discovery Communications Latin America/Iberia, where he oversaw 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. He also developed the concept and branding for the channel Discovery Turbo.

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, which included Director of Marketing for Cablevision.