



Mario L. Baeza – Founder and Executive Chairman

Throughout his 35-year career in investment banking, Mario Baeza has always used his role in private equity to continue to advance the U.S. Hispanic and Latin America markets. After more than six years of background work, Mario Baeza has partnered with WNET/Thirteen to launch V-me as the first national, Spanish-language, public broadcast network that is formed as a private/public venture.

As the Chairman and CEO of The Baeza Group, Mario has developed a Hispanic-owned alternative investment firm specializing in the management of private equity investments in the U.S. Hispanic emerging markets and global macro hedge funds.

Mario is also the founder of Baeza & Company which is the first Hispanic-owned merchant banking firm focusing on the Pan-Hispanic region. In this capacity, Mario has launched joint ventures with Trust Company of the West, to create one of the first Latin America-focused private equity funds. He has also initiated partnerships with Wasserstein Parella International to form Grupo Wasserstein Parella.

Earlier in his career, Mario became one of the youngest partners of Debevoise & Plimpton and was one of the top billing partners of the firm for 20 years. Here he founded and led several of the firm's teams including the Latin America, ESOP leveraged buyouts and telecommunications and new technology practices. During this tenure at the firm he specialized in mergers and acquisitions and the structuring of private equity funds and investments.

Mario has also had a long and successful career in music and media. He is a co-founder of Jazz@LincolnCenter and helped to create this program as a full constituent of Lincoln Center and raise \$130 million, the largest development for Jazz in history.

Mario is the founder of independent record label, AJM Records that signed and successfully launched the career of "Ashanti" in a joint venture with Def Jam/Murder Inc. records. AJM was awarded two prestigious ASCAP awards for singles released on Ashanti's second album.

In 2003, Mario was appointed by Mayor Bloomberg to serve as co-chair of the New York City Latin Media and Entertainment Commission. In 2004, he was a U.S. Congressional appointee to the Independent Task Force for TV Measurement, created to review Nielsen's methodologies for people of color. In 2005 he was elected as Chairman of the Upper Manhattan Development Zone, a quasi-public entity entrusted to oversee more than \$250 million in financings and investments for spurring economic development in Harlem and the South Bronx, New York.

Mario is a current and former board member of numerous corporate and non-profit boards including eMusic, Air Products and Chemicals, Tommy Hilfiger, Ariel Mutual Funds, Council on Foreign Relations, The Hispanic Federation, Catholic Charities, the NAACP Legal Defense and Educational Fund, the Philharmonic-Symphony Society of New York and Channel Thirteen/WNET.

Mario is a Phi Beta Kappa graduate of Cornell University and a graduate of Harvard Law School. He has been a Herman Phleger Visiting Professor of Law at Stanford and a lecturer in Law at Harvard Law School. He has been featured as one of the "100 Most Powerful Latinos" by Poder magazine and on of "The 100 Influentials" by Hispanic Business magazine.