



## **Richard Taub – Vice President, Business Development**

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Richard Taub takes the lead on V-me's mergers and acquisitions, distribution, strategic alliances, and partnerships, which can include retailers, investors, and production partners.

Prior to joining V-me, Richard led his own financial consulting firm aimed at transactions in the U.S. Hispanic media industry, Battery Communications. As the Principal of Battery Communications, he assisted LIN Television with its \$130 million sale of the WAPA family of Puerto Rico television networks to Intermedia Advisors and consulted to WNET regarding the formation of V-me. His other clients included Intermedia Advisors, the Condista family of 16 Spanish language cable networks, MasterCard and various private equity firms evaluating investments in the media space.

Richard began his career with National Geographic in Washington, D.C. in the Product Planning and New Ventures Departments, first as a research analyst and then as financial analyst evaluating new businesses for the television, online and retail platforms. After four years with National Geographic, he moved to Latin America to work for Citigroup in their Central America/Caribbean regional office in Panama City, Panama. Richard has also worked for the Americas Division of Cendant Corporation's Travel Services unit.

Richard holds a Bachelor's Degree in Business Administration from Emory University, where he graduated with honors, and an MBA from The Wharton School of Business at the University of Pennsylvania, where he was his class recipient of the annual Joseph P. Wharton Award. He serves on the Board of Directors of the Media Financial Management Association ([www.bcfm.com](http://www.bcfm.com)).