

Innovations in HISPANIC MARKETING Conference



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JACQUELINE HERNANDEZ-FALLOUS

Publisher
People En Español

Jacqueline Hernandez-Fallous joined *People en Español* as Publisher in March 2004 with more than 16 years experience in advertising sales and brand development, including extensive expertise in international television, print and multi-media.

She returns to Time Inc. after spending more than four years at Turner International where, as vice president of Global Account Development, she was responsible for driving advertising revenues from key global accounts as well as steering the marketing, research and sponsorship departments for Turner International's properties (*CNN International, CNN en Español, TNT Latin America and Cartoon Network*).

Earlier, she was vice president of Turner International's Integrated Sales, where she led the creation and execution of integrated TV/Web ad-driven sponsorships in the company's international portfolio. She joined Turner Broadcasting in March 2000 as director of Interactive Sales, where she headed up the global interactive sales team for *CNN International* and *Cartoon Network*.

Prior to joining Turner, Hernandez-Fallous was marketing director of Time Inc. International, where she was instrumental in developing cross-platform advertising opportunities for *TIME, Fortune* and *Asiaweek*. During that time, she received a President's Award for the company's first multi-lingual and cross-media platform, "Leaders of the New Millennium."

She previously worked at the *Village Voice*, directing its special projects advertising sales team and developing strategic partnerships with major national advertisers. Hernandez-Fallous began her ad sales and marketing career at the *Boston Globe*.

She currently sits on the board of the International Advertising Association as first vice president and is an active member of numerous professional organizations, including Advertising Women of New York and National Association of Minorities in Cable.

She received her MBA from Baruch College and her undergraduate degree from Tufts University.