

Eduardo Maytorena Joins Entravision as Senior Vice President and General Sales Manager for Los Angeles

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SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision is excited to announce the appointment of Eduardo Maytorena as Senior Vice President and General Sales Manager for Los Angeles. Eduardo brings an extensive and accomplished track record in driving revenue growth, creating impactful campaigns, and leading diverse teams across the media, entertainment, and advertising industries.

Eduardo Maytorena, SVP and General Sales Manager, Los Angeles (Photo: Business Wire)

“We are thrilled to welcome Eduardo to the Entravision

family,” said Juan Navarro, Chief Revenue Officer of Entravision. “Eduardo’s extensive experience, creative vision, and dedication to serving the Latino community make him an invaluable asset to our leadership team. We look forward to seeing his contributions elevate our sales strategy and community engagement in Los Angeles,” Navarro added.

Eduardo’s dynamic career includes pivotal roles with Spanish Broadcasting System, Radio Centro, and HOY Newspaper. At Spanish Broadcasting System, he served as General Sales Manager, where his strategic leadership significantly boosted market performance. During his tenure at Radio Centro, Eduardo aligned programming, promotions, and sales efforts, becoming one of the station’s top revenue performers. At HOY newspaper, Eduardo worked closely with major regional accounts to craft comprehensive 360-degree campaigns.

In his new role as SVP of Sales for Los Angeles, Eduardo will leverage his expertise in multicultural marketing and his deep understanding of the Latino community to strengthen Entravision’s presence in the market. Eduardo’s innovative approach and commitment to excellence will play a key role in driving sales growth, increasing client relationships, and delivering impactful results for the company’s diverse portfolio of media properties.

“I have always admired Entravision’s commitment to connecting with the diverse tapestry and communities that make up Los Angeles and I am incredibly privileged to lead as the SVP, General Manager,” said Eduardo Maytorena. “Together, we will amplify local voices, drive unparalleled results for our advertising partners, and ensure that brands not only reach but truly connect with our dynamic audience across all channels.”

About Entravision Communications Corporation

Entravision (NYSE: EVC) is a media and advertising technology company. In the U.S., we maintain a diversified portfolio of television and radio stations and digital advertising services that target Latino audiences. Our advertising technology business consists of Smadex, our programmatic ad purchasing platform, and Adwake, our mobile growth solutions business. Entravision remains the largest affiliate group of the Univision and UniMás television networks. Shares of Entravision Class A Common Stock trade on the NYSE under ticker: EVC. Learn more about our offerings at [entravision.com](https://www.entravision.com) or connect with us on [LinkedIn](#).

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