



NEWS RELEASE

Entravision Announces New Leaders for its US Media Business

2026-03-05

Promotions Focus on Customers, Sales and Operations

LOS ANGELES--(BUSINESS WIRE)-- Entravision, a global media and advertising technology company, announced three promotions in its US Media leadership team:

Eduardo Maytorena, President of Entravision Audio

- Maria Martinez-Guzman to President of Entravision Media;

- Eduardo Maytorena to President of Entravision Audio; and
- Winter Horton to Chief Revenue Officer

Martinez-Guzman, Maytorena and Horton will report directly to Chief Executive Officer Michael Christenson.

"These promotions align our leadership with our core objectives: serve our Latino audience and advertisers, lead with sales, and modernize our operations," said Christenson. "Maria, Eduardo and Winter are experienced leaders who will deliver on audience, client and revenue growth."

Martinez-Guzman will lead television and digital video programming, local sales for television-only markets, and national sales. She started her career in Entravision's McAllen office, and rejoins Entravision after a 20-year career at Univision, where she served as EVP of News. "I am honored and excited to step into this role," said Martinez-Guzman. "Video has always been at the heart of my career. It's how we inform, tell stories, and build trust. I look forward to working with our talented team to position Entravision as a leader in broadcast and streaming video."

Maytorena will oversee radio and digital audio programming, local sales for radio-only markets, and network and

national sales. He is formerly a Senior Vice President in Entravision's Los Angeles market. "I'm energized to take this role," said Maytorena. "Entravision has built one of the most influential platforms for Latino audiences, and I'm proud to help lead its next phase of growth. We will change the audio game and transform it into a more integrated, dynamic platform. My goal is to position Entravision Audio as the most forward-thinking Latino audio platform, driving growth across our markets."

Horton will lead sales for Entravision's combined markets and sales operations & support for all markets. He most recently served as Entravision's Senior Advisor to the CEO, guiding the development of Entravision's new media model. Horton previously served as Chief Operating Officer at various media companies, including Liberman Broadcasting (the predecessor of Estrella Media and operator of the TelevisaUnivision affiliate in Puerto Rico) and Meruelo Media.

"I'm thrilled to step into this role and collaborate with an exceptional team as we bring the full strength of our media platforms to market," said Horton. "Leveraging our deep resources and unrivaled connection to our audiences, I am excited to sharpen our client focus and deploy innovative sales operations that will drive significant, accelerated, and more measurable growth than ever before."

In addition to these roles, other changes include:

- Mark Boelke will serve as Chief Operating Officer in addition to Chief Financial Officer
- Jeff DeMartino has been promoted from General Counsel to Chief Legal Officer. He will lead the company's partnerships and have additional operational responsibilities.
- Jessica Martinez will serve as EVP of Digital Products & Operations
- LeaAnna Hernandez will serve as EVP of AI Strategy
- Fred Roggin will serve as President of Entravision Digital

About Entravision

Entravision (NYSE: EVC) is a media and advertising technology company. In the U.S., we provide video, audio and digital marketing services to local and national advertisers through a portfolio of television and radio stations and digital advertising services that target Latino audiences. Our advertising technology business provides programmatic advertising technology and services to advertisers and app developers on a global basis. Entravision is the largest affiliate group of the Univision and UniMás television networks. Shares of Entravision Class A Common Stock trade on the NYSE under the ticker: EVC. Learn more about us at [entravision.com](https://www.entravision.com).

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Source: Entravision