

## Entravision Enhances Los Angeles Leadership Sales Team with Strategic Hires

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SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision is proud to announce the addition of two seasoned executives to its leadership sales team, underscoring its dedication to innovation, growth, and delivering exceptional value to clients, audiences, and partners. Both new hires, Edwin Garcia and LeaAnna Hernandez, are based in Los Angeles, further solidifying Entravision's strong presence in this key market.

Edwin Garcia, VP of Digital Sales, Entravision (Photo: Business Wire)

**Edwin Garcia, Vice  
President of Digital Sales**

With over 20 years of experience in multicultural media and consultative sales, Edwin Garcia joins Entravision as Vice President of Sales. Previously the Sales Director at NGLmitú, Edwin successfully drove revenue growth and forged partnerships with Fortune 500 companies and leading media agencies. At Univision, he led sales teams across Los Angeles, Phoenix, and Tucson, excelling across Digital, Social, TV, and Radio platforms. Edwin's deep expertise in the U.S. Hispanic market and strategic acumen will be key to advancing Entravision's sales initiatives and market presence. His focus will also include empowering clients with tailored digital marketing solutions to help them achieve measurable success in reaching multicultural audiences.

### **LeaAnna Hernandez, Vice President of Digital Sales**

LeaAnna Hernandez, a forward-thinking leader with a proven track record in branding, marketing, and growth strategies, steps into the role of Vice President of Digital Sales. Her career spans impactful collaborations with agencies, and global brands, delivering forward-thinking, tech-driven solutions. As an entrepreneur and strategist, LeaAnna is skilled at identifying opportunities and executing creative approaches to drive results. At Entravision,

she will apply her cultural intelligence and expertise to accelerate growth and transformation within the digital space, ensuring clients are equipped with innovative digital marketing strategies to maximize their returns and engagement with diverse audiences.

“We are thrilled to welcome Edwin and LeaAnna to the Entravision family,” said Juan Navarro, Chief Revenue Officer at Entravision. “Their leadership, expertise, and innovative vision will be pivotal as we continue to expand our capabilities and provide world-class media and sales solutions tailored to our diverse and growing audiences.”

As a leader in connecting brands with one of the fastest-growing demographics in the U.S., Entravision remains committed to empowering businesses with cutting-edge media & marketing solutions while amplifying the voices and stories of multicultural communities. The addition of Edwin and LeaAnna further strengthens Entravision’s mission to bridge brands and audiences through innovation and meaningful engagement.

## About Entravision Communications Corporation

Entravision 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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