**JOSE A. PAGAN**

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**SENIOR MANAGEMENT & SALES EXECUTIVE**

Accomplished senior media executive possessing a unique combination of successful start-up and established organization experience. Equally versed in traditional and emerging media fields with a track record of building market leading organizations locally and off-site. Broad ranging sales and operational management experience with a specialty in Hispanic Media, coaching, new business development and multiple-platform sales. Results driven leadership style characterized by strong communications skills emphasizing strategic vision, accountability, attention to profitability and market share.

**SPECIAL SKILLS**

Adding Value and Revenue Development

Senior TV & Radio Cluster Management, Leadership, Strategic Planning and Execution

Remote Client New Business Development, Team Building,

Read, write, and speak English and Spanish fluently (native speaker of both).

**PROFESSIONAL EXPERIENCE**

**Marriott Vacation Club** 7/2019 – 3/2020

New York Sales Center

Sales Executive

Sold the Marriott Vacation Club Program membership to prospective clients while touring the local sales office.

* Recognized by Sales leader for achieving $250,000 in sales in a one-month period.

**Golden Lion Consulting New York and Puerto Rico** 1/2017 – 7/2019

Small Business Consulting

*New Business Development*

* Identify sales and marketing opportunities for increasing revenue for businesses.

**Spanish Broadcasting SYSTEM** 8/2017-4/2018

*Director New Business Development*

Hispanic Media Company

* Focused on developing new business opportunities for Digital and Broadcast.
* Supporting new account executives in prospecting and closing of new business.

**AMERICA CV LLC, New York City, NY.**  6/2012 – 12/2016

MundoMax Affiliate TV Station (previously MundoFox)

GENERAL SALES MANAGER: Remote Manager for NEW YORK AND PUERTO RICO

* Launched and grew revenues to over $1 million in sales in the first year of operations.
* Recruited and managed sales team for New York affiliate station.
* Provided leadership and business development strategy for Puerto Rico station group.

Major Achievements

* Secured cable carriage for station in New York Tristate Area: Comcast; Time Warner; Verizon FiOS and CableVision (Optimum).

**J. P. MEDIA CONSULTANTS, San Juan, PR .**

A marketing and media consulting company

PRESIDENT/OWNER 2001-2003& 2009 – 2012

* Worked with client companies to evaluate their products, services, industry, market, target market, and competitors.

Major Achievements

* Developed sales and marketing strategies that increased revenues from new and existing clients by an average of +20%.
* Created programming, sales, and marketing strategies for *Deportes 13*, a new sports television station, securing $5 million in direct sponsorship.

**UNIVISION RADIO, New York City, NY.** 8/2005 – 3/2009

Leading U.S. Spanish-language radio network

VICE PRESIDENT & GENERAL MANAGER

* Responsible for key operational functions, including business development, programming, market research, operational infrastructure, relationship management, finance/budgeting, recruitment, and hiring.

Major Achievements

* Implemented strategic planning and goal settings that combined all marketing strategies, achieving revenue growth rate of 27% and increasing revenues to highest levels in network history.
* Increased Broadcast Cash Flow from mid-20% to above 30% by implementing new cost controls and increasing net revenues.
* Identified Mexican community as growth market and capitalized on splitting radio signals to capture Manhattan, Queens, and Brooklyn markets. This initiative increased revenues by over $3 million.
* Created signature concert series and special events designed to anchor stations’ promotional efforts, generating new sponsorship opportunities for clients. New revenue from events was over $1 million.
* Increased annual gross billings by 440% from $500 thousand to $2.7 million in second year.

**EDUCATION**

MAJORED IN ECONOMICS

90 CREDITS TOWARDS BA

**Fordham University, New York City, NY**

NAB MANAGEMENT DEVELOPMENT SEMINAR - CERTIFICATE

**University of Notre Dame, South Bend, IN**

**MILITARY SERVICE**

**U.S. ARMY | Honorable Discharge**

**ORGANIZATIONS**

**President, Puerto Rico Broadcasters ASSOCIATION - 2 Terms**