



Educa y Entretiene

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HITN TV NAMES MAXIMILIANO VACCARO DIRECTOR OF DIGITAL SERVICES

Brooklyn, NY – HITN, the leading Spanish-language network that offers educational and entertaining programming to more than 44 million households across the United States, announced the appointment of Maximiliano Vaccaro as its Digital Services Director. Vaccaro, who will be based in Miami, will join the company as of Monday, May 1 and report directly to Television and Digital Services Head Guillermo Sierra.

“Maximiliano is known as one of the most creative and talented professionals in the Pay TV industry in Latin America and the US Hispanic market,” Sierra commented. “He will play a crucial role in our efforts to bring our growing audience a competitive offering of products and services in the increasingly important digital arena.”

“We are pleased to incorporate an executive with Maximiliano’s professional background and experience into the HITN team,” HITN’s Marketing Director, Angel Audiffred, added. “His addition to our company will help us develop new tools to strengthen our marketing initiatives and allow audiences to access our content on a variety of different platforms.”

Vaccaro will be responsible for implementing HITN’s strategy to complement its television offering with cutting-edge digital services. In addition to launching an OTT platform, the network is working to expand its online content and services.

Vaccaro has extensive experience as a strategist and developer of digital products and services. Before joining HITN, he spent more than 10 years at Discovery Networks Latin America/US Hispanic, where he conceived and implemented new platforms and social media initiatives for all of the company’s networks and led the launch of its digital products and services in Latin America, Brazil and the US Hispanic market. Previously, he developed and executed BTL campaigns in his native Argentina for clients including Procter & Gamble, Citibank, Clarin Media Group, Danone and Microsoft Argentina. Recently he has been involved in project development for companies such as Netflix, PlayStation and Marriott.

For the last four years, Vaccaro has been a member of the judging panel for the International Digital Emmy Awards. He has been nominated for a number of industry accolades, including a Webby and CableFAX Best of the Web Award for developing the Discovery Kids Latin America website. He received a Promax Gold Award for Doki’s Laboratory Game and nominations for Digital Emmy and Webby awards for his work on Huella Latente Interactive.

Vaccaro has a degree in graphic design from Universidad de Buenos Aires. He is fluent in Spanish and English.



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About HITN

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org.

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