

Viva Entertainment Group Appoints Two Industry Veterans to Its Board of Directors

24.06.2016 | [PR Newswire](#)

ORLANDO, June 24, 2016 - [Viva Entertainment Group, Inc](#) (OTC MARKET BRPC), a developer of an OTT system through which television services are delivered using the Internet, is pleased to announce the appointment of two industry veterans to its Board of Directors Mr. Anthony Hernandez and Mr. Hector Marcano. Both members will serve as independent directors of the Company. Viva's Board is now comprised of three, with Mr. Johnny Falcones, CEO, serving as Chairman of the Board. Messrs. Hernandez and Marcano bring a wealth of experience and industry knowledge to the team as the Company embarks on a Global rollout of its cutting edge OTT platform.

Viva's CEO, Mr. Johnny Falcones expressed, "We are very pleased to have attracted two such qualified directors with a breadth of knowledge in both the technical areas of product development as well as subscriber acquisition and global distribution. We look forward to their guidance in our U.S commercial launch and other key international markets encompassing the large Latino demographic.

In addition to our two new Board members, the Company has also created a new Management Committee comprised of Viva's senior executive members Messrs. Johnny Falcones, Alberto Gomez and John Sepulveda. The Committee is tasked with overseeing the near term U.S. launch, as well as regions in LatAm and the Far East.

Management Team and Board Member Bio's

Johnny Falcones, Founder Chairman and CEO Viva Entertainment Group

Johnny Falcones is an industry veteran with the strategic vision, the drive, and connections to advance Viva's platform in the TV industry. His extensive experience in the entertainment industry has guided the careers of Marc Anthony, Celia Cruz, Tito Puente and Soleil J, India, Ivy Queen & Jose Alberto "El Canario." He developed a successful record label with Universal Music and Video Distribution, turning it in to a multi-million dollar label.

Two decades ago, Falcones was just a Puerto Rican born, cool kid from Brooklyn, who moonlighted as a DJ while attending LaGuardia College in New York .2 turntables & a keen ear, Falcones quickly became the musical authority of NY's Latin House music scene of 90's. It was one faithful night at Palladium nightclub, where he had a chance encounter with legendary music impresario Ralph Mercado, who recruited him to RMM Records. Together they globalized the Latin record industry, converting starry-eyed local vocalist Marc Anthony & India from buzz act, to icons. Within months, the young up and coming Falcones was globe-trotting with Superstars, Celia Cruz & Tito Puente. Under Falcones' management, these stars collected a bevy of international awards & were immortalized via 'Hollywood Walk of Fame' slots. Falcones co-exec. produced the White House's 24th Annual Hispanic Heritage Awards in Sep. 2010, which featured a luminaries such Alejandro Sanz, Juan Luis Guerra & Don Francisco.

Alberto Gomez President/Co-Founder, Viva Entertainment Group

Mr. Gomez brings over 25 years of technical experience. He has proven success in marketing, advertising and engineering. Through the years he has focused on the integral development of production, content and segments for television. He developed multiple radio stations and systems for Radio Atlantica in Argentina. He is an experienced leader in media and content negotiation, has thorough knowledge of pay television, its content and advertising in the South American countries of Argentina, Uruguay, Paraguay and Chile. He began working on IPTV in 1998 and currently helping to perfect OTT projects for multiple European and South American countries. He is a savvy tech that brings many years of network licensing experience to VES. Mr. Gomez has a degree in Engineering from the University of Buenos Aires and a degree in Advertising and Communications from the University of Salvador.

John J Sepúlveda Latin America President, Viva Entertainment Group

John Sepúlveda Joined Viva Entertainment Group 2013. A leader in the show business and entertainment

industry. He has been a director, producer and promoter of the most important shows and concerts in the United States and South America during the last three decades. He is an expert in developing alliances and successful association process with key industry individuals, promoters, service providers and private enterprise, deep knowledge of massive marketing within the Hispanic market. A successful and knowledgeable market leader in the show business industry, able to negotiate and contract artists, visa permits, ticket sales structure and strategies, event logistics and production, digital and traditional media planning and management. John is also responsible for the developing and execution of the most important and high profile latino concerts in the United States in such venues as: Yankee Stadium, Citi Field Stadium, Madison Square Garden Arena, Radio City, Prudential Arena, Nassau Coliseum,

Anthony Hernandez, Director, Viva Entertainment Group

Mr. Hernandez is a seasoned executive with a specialized emphasis in Spanish Language efforts. Currently serves as CEO for Oi2, which he Co-founded and built into the largest Spanish language radio network in the U.S. Oi2's current footprint spans throughout the digital space and across territorial broadcast and digital media presence in 33 countries via a network of 1,700+ radio station affiliations and digital distribution on mobile and satellite media platforms including iHeart Radio, TuneIn, SiriusXM Satellite Radio and more.

As a premium provider of content, Oi2 operates a slate of 24x7 audio streams with a diverse menu of music, news, sports, and entertainment genres. Plus over 100+ daily marquee branded content features, talk and specialty shows. Some of the Oi2 menu of brands include CNN en Espanol; FOX Deportes; AP News en Espanol; ESPN Deportes Radio; ALMA Exitos Positivos; Escuchame Tu Show Prep Service

Mr. Hernandez was a previous Hispanic media voice to Congressional Hispanic Caucus and FCC on advocacy for minority media interests. He Co-founded Spanish Broadcasters Association to address Hispanic issues as an advocate group before the FCC and other relevant organizations. Also serving as a member of the policy committee for the Minority Media & Telecommunications Council and as Co-Chair of the finance committee for the National Association of Multicultural Digital Entrepreneurs.

During his tenure in media related efforts he has been able to work-in, develop, and manage various efforts in most communications disciplines: Broadcast & Satellite Television and Radio; Print; Online; Mobile Media; Grass-roots/Event Marketing, and much more. Launched over 23 of the most popular radio content brands in national Spanish radio (ie: EXA, NFL en Espanol, E! Entertainment en Espanol, Billboard Radio en Espanol, El Cucuy, El Chulo y La Bola, etc.).

Mr. Hernandez is attributed with launching the first ever Hispanic formatted satellite radio channels on a global basis available by satellite radio to all of Europe, Asia, Africa, and Australia. Under his management some of the most popular personality driven Hispanic radio shows and branded Spanish language content have become globally syndicated. He is responsible for repurposing several marquee general market brands into Spanish language formatted radio brands and audio formats.

Hector Marcano, Director, Viva Entertainment Group

Mr. Marcano currently serves as Vice President of Hispanic Operations East, for iHeartMedia. Mr. Marcano has more than 30 years of experience in the media industry and as Vice President of Hispanic Operations East, Marcano works with iHeartMedia's Hispanic radio stations, with a special focus in the Miami, Chicago, Orlando and Atlanta markets. He has led the sales efforts with top prospects and develops custom strategies and campaigns that leverage the unique multi-platform reach and power of iHeartMedia. Mr. Marcano is also responsible for creating innovative advertising opportunities based on iHeartMedia's unmatched national reach and local activation through its radio, digital and mobile assets, as well as its event capabilities, to provide Hispanic advertisers with targeted, effective, affordable and powerful ways to deliver their messages.

With over a quarter of a billion monthly listeners in the U.S., iHeartMedia has the largest reach of any radio or television outlet in America. The company owns and operates 858 broadcast radio stations, serving more than 150 markets throughout the U.S. Plus, iHeartRadio - a free, industry-leading, digital music service - gives users instant access to more than 2,000 live radio stations and allows them to create custom stations inspired by favorite artists or songs, anywhere they are.

As the leading media company in America, iHeartMedia delivers music, news, talk, sports and other content to diverse audiences across multiple platforms, including: broadcast stations; online, via iHeartRadio and on its stations' hundreds of websites; HD digital radio channels; satellite; smartphones; iPads and other tablets; in-vehicle entertainment and navigation systems; and via live event

About VIVA Entertainment Group, Inc.

VIVA Entertainment Group, Inc. is a global entertainment and technology company connecting content owners and video distributors to deliver premium content on any smart device with a screen. Viva has developed an OTT system through which television services are delivered using the Internet protocol suite over a network such as the Internet, instead of being delivered through traditional terrestrial, satellite signal and cable television formats. Viva, your entertainment partner, provides subscribers access to the content they want anywhere, anytime. With a WiFi connection our customers can watch Live TV from around the world, TV shows, as well as movies on demand, Tele-video conference and many other interactive features. Independent and Major film studios, television networks, Telecoms, Cable Companies, and emerging ISPS partner with Viva for enhanced capabilities in multi platform video distribution. The only true end-to-end provider of premium content technology services, VIVA looks to license and deliver to traditional and OTT video distributors across the world. On April 6th, 2016 Black River Petroleum entered into a share exchange agreement to acquire 100% interest in VIVA Entertainment Group, Inc. VIVA is a publicly traded company under the stock symbol BRPC.

Safe Harbor Statement: The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "explores," "expects," "anticipates," "continue," "estimate," "project," "intend," and similar expressions. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, and various other factors beyond the Company's control.

Email us at:
Johnny Falcones, Chairman & CEO
jf@v-e-s.net

Follow VIVA on Twitter
<https://twitter.com/vivaentgroup>

Like us on Facebook
<https://www.facebook.com/Vivaentertainmentgroup/>

Dieser Artikel stammt von [Rohstoff-Welt.de](#)

Die URL für diesen Artikel lautet:

<https://www.rohstoff-welt.de/news/234918--Viva-Entertainment-Group-Appoints-Two-Industry-Veterans-to-Its-Board-of-Directors.html>

Für den Inhalt des Beitrages ist allein der Autor verantwortlich bzw. die aufgeführte Quelle. Bild- oder Filmrechte liegen beim Autor/Quelle bzw. bei der vom ihm benannten Quelle. Bei Übersetzungen können Fehler nicht ausgeschlossen werden. Der vertretene Standpunkt eines Autors spiegelt generell nicht die Meinung des Webseiten-Betreibers wieder. Mittels der Veröffentlichung will dieser lediglich ein pluralistisches Meinungsbild darstellen. Direkte oder indirekte Aussagen in einem Beitrag stellen keinerlei Aufforderung zum Kauf-/Verkauf von Wertpapieren dar. Wir wehren uns gegen jede Form von Hass, Diskriminierung und Verletzung der Menschenwürde. Beachten Sie bitte auch unsere [AGB/Disclaimer!](#)

Die Reproduktion, Modifikation oder Verwendung der Inhalte ganz oder teilweise ohne schriftliche Genehmigung ist untersagt!
Alle Angaben ohne Gewähr! Copyright © by Rohstoff-Welt.de -1999-2025. Es gelten unsere [AGB](#) und [Datenschutzrichtlinien](#).