

**Silvana Rosero**  
President & CEO  
Laguna Media Group

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Silvana Rosero started her professional career 22 years ago in Public Relations at the second largest airline in Colombia, South America – ACES. This experience shaped her style as a strategic planning oriented professional, with an emphasis in contributing to achieving organizational goals through the implementation of different forms of communication. While working there, she had the privilege to be part of the team that successfully introduced the first Airbus 320 jet fleet to Latin America.

In 1998 she moved to the United States and worked in several roles both in the news industry and in corporate America as a Bilingual Marketing Professional. After getting acclimated to the U.S. business environment and mastering the English language, in 2003 Silvana was asked by Laguna Media Group's founder – Gary Wall – to join the team as a Producer.

Silvana's experience in the corporate world and personalized approach to business had a huge positive impact in the relationships with Laguna's customers as well as the Company's final product. Little she knew that she was about to become an entrepreneur one year later when Laguna's founding partner saw the opportunity to permanently keep this talent in the organization by offering Silvana the opportunity to become a partner in the business. Ten years later, Silvana Rosero runs the Company as its President & CEO. She has been responsible for over 300 projects including video productions, live events and digital marketing strategy. Clients include corporations, public sector agencies and non-profits. Her company is a Certified Woman and Minority Own Business, and most recently has been recognized by the Greater Dallas Hispanic Chamber of Commerce with the Quality and Excellence Groundbreaker Award, by Oncor with the Supplier Diversity Rising Star Award, the Dallas/Fort Worth Minority Supplier Development Council with the Excellence Award (Supplier of the Year) and the Telly Award (Cinematography).

Currently, Silvana is part of the WBENC Forum. She also serves on the Women of Color Committee at the Women's Business Council – Southwest. Additionally, Silvana serves on the Board of Directors and the Minority Business Enterprise Input Committee at the D/FW MSDC. She also serves on the Hispanic 100 Board of Directors as Chair of the Latina Living Legend initiative.

Silvana holds a Bachelor's Degree in Corporate Communications and Journalism from the Universidad Pontificia Bolivariana in Medellín, Colombia. She is a graduate from the 2014 Class of the GDHCC Executive Entrepreneur Program and the 2015 Tuck School of Business MBE Program. In her continuous search for innovative approaches for her business, Silvana also completed the Digital Marketing Strategy Program at Harvard and the Google – Tuck School of Business, Digital Excellence Program. Most recently, she was part of the 2018 Capital One – Catapult Program, where she received training in Design Thinking as a framework for innovation and graduated from the Toyota Mentoring Program.

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