

Silvana Rosero
President & CEO
Laguna Media Group

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Silvana Rosero started her professional career 20 + 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 strategic 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. 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. Twenty years later, Silvana Rosero continues to run the Company as its President & CEO.

Over the years, Silvana has lead her teams to complete hundreds of projects including video productions, live events and digital marketing/social media strategy. Clients include corporations, public sector agencies and non-profits. Her company is a Certified Minority and Woman Owned Business, and 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 – 3 times), the Telly Award (Cinematography). In the past few months, Laguna Media Group received the National Minority Supplier Development Council (NMSDC) supplier of the year award and was recognized by the Women's Business Council – Southwest as Woman Business Enterprise (WBE) of the Year.

Silvana served on the DFW MSDC Board of Directors and the DFW MSDC MBEIC Committee from 2016 – 2022. She is also part of the WBENC Forum and serves on the Women of Color Committee and Marketing Committee at the Women's Business Council – Southwest. In 2022 Silvana served on the Hispanic 100 (H100) Board of Directors as Immediate Past-President and served a 1-year term with the Dallas Regional Chamber Board through H100 in 2021. Silvana is currently serving on the Fort Worth Hispanic Chamber of Commerce Board.

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 2015 MBE and 2022 Tuck School of Business WBE 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. She was also in the 2018 Capital One – Catapult Cohort, where she received training in Design Thinking as a framework for innovation and she graduated from the Toyota Mentoring Program.

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