



Steven Wolfe Pereira
Senior Vice President, Managing Director MV2°
Media Vest Multicultural

As Senior Vice President and Managing Director of MediaVest's multicultural marketing unit MV42°, **Steven Wolfe Pereira** is charged with leading holistic multicultural media and communications planning for the agency. He is responsible for strategy, cross-platform marketing initiatives and branded entertainment working with world-class brands such as Avon, Bristol-Myers Squibb, Coca-Cola, Kraft, Post Foods and Walmart.

Steven brings over 15 years experience to MediaVest with a unique perspective to the agency business having worked in media, technology and financial services. Prior to MediaVest, Steven served as Vice President of Partnership Marketing at Univision Communications Inc. Previously, Steven was a Portfolio Manager overseeing technology investments at Platinum Partners, a multi-strategy investment fund, and he was part of the senior management team of several leading technology companies including Akamai Technologies, Experian Digital and Visual Sciences serving in a variety of business development, corporate strategy, engineering, finance and product marketing roles.

Steven began his career in investment banking and private equity, working at The Blackstone Group, Salomon Smith Barney (Citigroup) and Violy, Byorum & Partners. Specializing in the technology, media & telecommunications industries, Steven performed corporate restructurings, debt and equity financings and mergers and acquisitions advisory work.

Steven graduated Cum Laude with Highest Thesis Honors from Tufts University with a bachelor of arts degree in International Relations. A Fulbright Scholar, Steven attended the Greater Boston Executive MBA Program at the Massachusetts Institute of Technology's Sloan School of Management.

A passionate supporter of Hispanic community issues as well as science, technology, engineering and math (STEM) education, Steven serves on the board of directors of the Claudio Reyna Foundation (CRF), the Council of Urban Professionals (CUP), the Dominican Republic Education and Mentoring (DREAM) Project, Excelencia in Education, Sponsors for Educational Opportunity (SEO) and the Tufts University Communications and Media Studies (CMS) program. A Dominican-American, Steven resides in New York City.

SUNDAY, August 8, 4:40 p.m.
Opening Address

