JOSE CANCELA
President & General Manager
Telemundo, Puerto Rico

Jose Cancela currently serves as a director of US Century Bank. He is currently President and General Manager of Telemundo, Puerto Rico and previously held the same position at Telemundo KVEA, Los Angeles.

Prior to joining Telemundo, Mr. Cancela was principal of Hispanic USA Inc., a firm that helped companies enter, increase their presence or refresh their strategies in the U.S. Hispanic market. With more than 25 years of business experience, he has worked with companies such as Proctor & Gamble, Toyota, Verizon, Kellogg's, Pepsi and other major U.S. advertisers.

He began his media career as a sales trainee at the Univision affiliate in Miami, WLTV/Channel 23, in 1979 and spent the last 30 years dedicated to helping define the U.S. Hispanic market place. which included running a TV station in Phoenix at the age of 27; launching a start-up National Hispanic Radio Network and managing station groups for both Univision and Telemundo;

In 2004, Mr. Cancela ran for mayor of Miami-Dade County and earned the endorsement of *The Miami Herald*. He is a past chairman of the Greater Miami Chamber of Commerce and the Public Health Trust at Jackson Memorial Hospital. He authored his first book titled "The Power of Business en Español, Seven Fundamental Keys to Unlocking the Potential of the Spanish Language Hispanic Market" (HarperCollins/Rayo).

Mr. Cancela was named to Hispanic Business magazine's Broadcasting Hall of Fame for his contributions to developing the Hispanic media sector. In addition, he was appointed to the board of the National Hispanic Scholarship Fund and recognized by the National Council for Community and Justice for his civic leadership.