

“I will continue to operate as a Renaissance Woman while remaining a visionary and leader within the American Media industry for the emerging ‘American Latino’ landscape, while creatively engaging and inspiring the expansion of this demographic’s purchasing power via innovation and trans-media platforms, extending these to global markets with a key focus on ‘optimized transformation’ across ALL areas of Latin America.” – Zandra Rivera

A world-class Chief Executive Officer and Chief Transformational Officer, Zandra Rivera is not satisfied with mere quick fixes that bandage issues, she positively transforms the sources of the hemorrhage. As the eldest of six, her talent for solving immediate problems quickly and getting prompt results stemmed at a very early age. She masterminds and materializes company reinventions across an organization’s entire spectrum. Her visionary solutions shield the company, positioning the organization for viable and sustainable growth well into the future. Driven by a strong sense of urgency and incredible stamina, she enjoys and thrives on massive overhauls under crisis situations. She is at her best while converting uncertainty and chaos into order and harmony. Resourceful and innovative, she always searches out new ways to improve operations and elevate and inspire best-practices. Zandra inherited her ingenuity and get-it-done drive from both of her parents; her Mother, a lifelong educator, who earned her national reputation as the “the teacher who *‘teaches’* teachers how to truly teach,” her mother is now writing three books, one specifically on education to inspire and transform teaching methodologies that reframe professional views, encouraging others who have failed; Her Father, a pilot and an inherited entrepreneur, was a Superintendent for the CTA while simultaneously managing his countless successful endeavors. He now travels every other weekend from Palm Beach, where they have both retired, to Dominican Republic, where he is tending to his latest vision, growing the rarest strain of cocoa found, in hopes of curing cancer. Along with revitalizing organizations through game-changing turnarounds, Zandra dramatically improves the health of the corporate culture and workplace environment. Her mission with transformation is to bring dignity and strength to each individual worker. She feels personally responsible for the long-term security of the people committed to her company and it is her goal to implement a thriving environment that allows for maximum results from each and every individual. Fearless and confident throughout her career, Zandra has been a pioneer in envisioning the future of American Latinos in media via new and fresh types of media content. Her invaluable experience in marketing brings a reframed perspective and innovative approach to media content. As CEO of MainStream Media Ent., Inc she has been able to identify a very clear, high-growth market segment, generating new products, and building strategic global relationships. As President of Hispanica Marketing she strategically created partnerships with Heineken USA, Corona International and Miller Brewing Co., established strategic alliances and relationships, grew sales, created increases in profitability, making the company the largest Latina marketing company in the Midwest. Re-creating and streamlining various processes for clients and created sustainable relationships between corporate and consumer relations. Additionally, she led a

Research and Development team that innovated and implemented ground-breaking industry-first POS marketing strategies, incorporating and implementing no-risk clear open lines of immediate communication. She also initiated and implemented one of the earliest training modalities to streamline the POS communication up to Corporate level with efficiency and great attention to detail that allowed for strategic corporate decision making. Since then, this value-add is still in use today and is used beyond the norm, is fully integrated into the marketing process, where actual product performance and field testing are conducted and established. Seizing an opportunity to hone her multi-faceted skill and fulfill her entrepreneurial passion as well as her passion to transform global consciousness for a cleaner environment, Zandra has partnered with a global recycling company that turns garbage into fuel. She also has created strategic global relationships within the media industry to acquire and manage various content assets and acquisitions. With more than 20 years' broad-based general marketing and media experience, she understands how each part of a media organization functions on a very deep level. She also knows that it is imperative for companies to continuously review outside sources beyond their normal, established competitors; technological advances are key, varying climates and dynamics and global competition can create entirely new sources of introspection and upheaval, inclusive of the dangers of an internal aging workforce and outdated models and modules. Intuitively bridging age gaps, inspirationally reframing cultural perspectives and dynamics to create a unified symbiotic healthy work environment. A lesson learned is that, above building profit, acquiring and retaining consumers, audiences and eyeballs it is imperative to inspire and support a consumer's immediate and long-term needs must be every media company's primary goal. Having a highly successful marketing company at tender age of 19 while attending the University of Illinois at Urbana-Champaign to pay for school, really paved the way to Zandra's discipline and courage to pursue and live her dreams, with an unstoppable palpable attitude. She has a deep passion and commitment to inspire and support others to give their absolute best, all while implementing trust and a fierce drive to accomplish all as a team. She was voted as vice president of the PTA in Naperville and worked strategically with the parents and the Principal of various schools to implement programs that are still in use today. Her passions away from work include painting, hiking, traveling, exploring and reading. She serves as a mentor to various actors and directors and has served on the board of SAG/AFTRA Chicago. She has volunteered within various organizations in the Chicagoland area throughout her life. She is currently writing a multi-lingual book inspiring young Latinas everywhere to be Executives and entrepreneurs. She is committed to serving as an inspiration for our future generation of women. She loves singing, and is currently finding her own voice. Her children Ariana and Peter are two amazing artists, a highly talented writer and musician, respectively. Zandra lives in Chicago, Illinois. She can be reached via phone at (312) 714.7124, or via email at contact@mainstreammediaent.com.