

SUCCESSFUL LOCAL MODELS IN REGIONAL MEDIA COMPANIES: INSPIRING STRATEGIES

The media industry is one of the most rapidly transforming industries today. The quest for innovation is constant, and keeping up with these transformations presents a significant challenge, but also a universe of opportunities.

How are regional media companies reinventing themselves and creating differentiated solutions for their clients, businesses, and markets? Three companies from different regions of the country will share relevant success stories in their respective areas of expertise.

Moderator: Patricia Rego, Director of Planning and Contracts - Globo

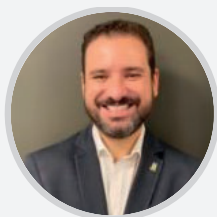
Speakers:

- **Vinicius Garrido**, CEO at TV TEM
- **Rodrigo Liborio**, Commercial Director Curitiba and National Market in the PRC - Rede Paranaense de Comunicação
- **Phelippe Daou Junior**, CEO at Rede Amazônica Group



Patricia Rego, Director of Planning and Contracts - Globo

Graduated in Engineering at PUC Rio, with Executive MBAs at IAG Master at PUC RJ, IBMEC RJ and FDC Minas, in addition to a POST MBA at Kellogg Executive Education, she is currently director of Planning and Contracts in the Affiliates area at Globo, responsible for negotiations between Globo and its Affiliates, for the formation and monitoring of business models and the implementation of multidisciplinary projects, contributing with inputs for the management and distribution strategy of the Network. He worked in several areas at Globo, including Globo de NY, benchmarking American business models and was responsible for implementing an indoor theme park. She is trained as an administration counselor by IBGC and GONew.



Vinicius Garrido, CEO at TV TEM

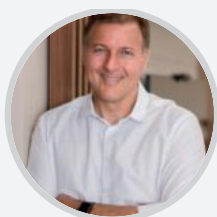
Vinicius Garrido is CEO of TV TEM, an affiliate of Rede Globo in the interior of São Paulo. Graduated in Systems Engineering, Accounting and Economics, with a postgraduate degree in Marketing, People Management and Business Management, he joined the broadcaster in 1997 as an intern and has since held various roles, including:

technology supervisor, administrative manager, financial director and institutional, assuming the position of CEO in 2021.



Rodrigo Liborio, Commercial Director Curitiba and National Market in the PRC - Rede Paranaense de Comunicação

Commercial Director of RPC affiliated with Rede Globo and belonging to GRPCOM (Grupo Paranaense de Comunicação). Rodrigo has more than 20 years of experience in the commercial area, Advertising and Marketing and 16 years in business management; He has a degree in Administration and a postgraduate degree in Strategic and Economic Business Management.



Phelippe Daou Junior, CEO at Grupo Rede Amazônica

Son of communications businessman Journalist Phelippe Daou and Mrs. Magdalena Arce Daou. He graduated in Electronic Engineering from Escola de Engenharia Mauá in São Paulo, with an emphasis on Telecommunications. He also graduated from the Information Technology Strategic Management Program at the São Paulo School of Business Administration, Fundação Getúlio Vargas, and completed an MBA in Financial Management and Corporate Strategies at the same institution. Phelippe Daou Júnior effectively contributed to the implementation of the expansion of radio and television stations belonging to the Rede Amazônica Group, especially in the activation of TV Cruzeiro do Sul (AC), Rádio Amapá FM (AP), Brasília Branch (DF) and Amazon Sat in 1992, he effectively participated in the technical and administrative restructuring of TV Acre in 1995, the same occurring with TV Roraima in 1996. Today he dedicates his time effectively as CEO of Grupo Rede Amazônica, the largest communications company in the Amazon, whose value proposition is to defend the Amazon and the Amazonians, a commitment defended and bequeathed by his father, Journalist Phelippe Daou.

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