



ERIC GARCETTI
MAYOR

March 18, 2015

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Otto Padron to the Board of Convention and Tourism Development Commissioners for the term ending June 30, 2020. Mr. Padron's current term expires on June 30, 2015.

I certify that in my opinion Mr. Padron is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', is written over a light blue horizontal line.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Otto Padron
Commission: Board of Convention and Tourism Development
Commissioners
End of Term: 6/30/2020

Appointee Information

1. **Race/ethnicity:** Latino
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 4 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.B.A., Florida International University, Chapman School of Business
7. **Occupation/profession:** President and COO, Meruelo Media Holding, LLC
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Bidenost, Ray	East	13	Asian Pacific Islander	M	23-Aug-13	30-Jun-16
Fricke, Nicole Duckett	Central	4	African American	F	08-Oct-13	30-Jun-19
Maloyan, Stella	North Valley	12	Other	F	20-Jan-15	30-Jun-17
Padron, Otto	Central	4	Latino	M	06-Jan-14	30-Jun-15
Vein, Jon F.	Central	4	Caucasian	M	14-Aug-13	30-Jun-18

Otto Padron

Professional Bio

Otto Padron is President and COO of the Meruelo Media Holding, LLC based in Los Angeles, California. His wide experience, leadership and vision was instrumental in the ratings and financial turnaround of this iconic broadcast TV station, KWHY 22 (Canal 22) as well as the station's successful alignment to the Spanish language network, MundoFOX in August 2012. Before joining the Meruelo Media team, Otto founded OTV Creative (otvcreative.tv) offering production, operation and general consulting services in the areas of entertainment, creative content and broadcast management.

As the only executive to have successfully headed programming for both major US Spanish language networks, Univision and Telemundo, Otto brings an experienced perspective and matchless insight into the Hispanic viewer profile, content and cultural preferences. As a key leader of these powerhouse brands, Otto skillfully blended solution-based ideas with a process-oriented management style driven by bottom-line results. During his 20+ year tenure programming these competitive networks, Otto developed a keen understanding of relevant entertainment formats and has established a reputation for delivering winning results through production excellence and flawless execution. All these abilities are supported by an extensive list of experiences and accomplishments:

As a young Cuban immigrant growing up in the US, Otto formed a passionate bond with Hispanic television. Previous to OTV, Otto held the top programming post at Univision Television Network. During his nearly 16-year tenure at the company, Otto assumed various positions of growing responsibility culminating as Senior VP, Programming and Promotions. Throughout this time he managed all aspects of programming, including development, scheduling, acquisitions, promotions and research. He directly managed all domestic entertainment productions, operations, on-air promotions and key positioning and branding strategies. Overall, he managed a yearly domestic production budget of approximately \$150 million and supervised a team of over 300 personnel with a 10 direct report staff. Moreover, he managed the programming aspects of the output agreements with Televisa (Mexico), Venevision (Venezuela) and RCN (Colombia), as well as the networks general entertainment domestic productions. He selected, recruited and organized Univision's dramatic production team, which later went on to supervise the production of the hit Venevision novela "Evaluna." In 2008, Otto worked extensively with the Affiliate Sales distribution team to launch the new Univision On-Demand platform (Univision-Ordena y Disfruta/VOD) as well as work on new distribution agreements with major carriers. In 2005, Otto lead the effort to gain US network recognition by mainstream English language publications, *Variety* and *USA Today*, resulting in the inclusion of Univision in their weekly primetime national TV ratings report.

In 2005, he conceptualized, developed and produced the highest rated Hispanic television's special program, "¡Selena Vive!" Live Musical Tribute. His additional functions included 'Executive in Charge' of all domestically produced specials including key award events 'Premio Lo Nuestro', 'Latin Grammys' and 'Premios Juventud' where he co-created the program format. In 2001, Otto negotiated Univision's programming deal with RCN Colombia to provide content for the TeleFutura Network. During his early years he lead the promotions creative team in the rebranding of the network into its current positioning "Home of the Stars" campaign. He also designed and developed the complete FIFA World Cup Live 3 cross-network strategy for the 2010, 2006 and 2002 World Cups.

Otto began his formal television career during his high school years working as a production assistant and later manager for a mid-size Miami advertising agency called Media Communicators. Here he discovered the delicate balance between the creative and production process as well as the tactical and strategic levels of brand development and management. His clients ranged from retail brands such as Iberia Foods to corporate clients such as the South Florida supermarket chain, Sedano's. Otto completed one-year of College and enrolled in the US Army where he served an active duty tour honorably from 1984-1988.

Otto's broadcast network career initiated at Telemundo in 1992, where he solely wrote and produced a weekly program called "Lo Mejor de Lo Mejor" with Enrique Gratas. In 1993, he developed, wrote and produced the first Raul de Molina primetime stand-alone entertainment special, which out-performed Univision during the May '93 sweeps. Otto quickly moved up the ranks and in 1994 was promoted to Director of Programming, where he managed the network's programming schedules, acquisitions, development and general entertainment productions. In 1994, he negotiated Telemundo's first Colombian programming deals with RCN, Caracol and RTI. His acquisition credits include the selection and scheduling of the first Fernando Gaitan (Ugly Betty writer) US novela, "Café con Aroma de Mujer" as well as Carlos Vive's mini-series "Escalona". In 1995, he added the duties of the Executive-in-Charge of Production for the 1995 Pan American Games in Argentina. Otto also oversaw the key departments of Sports and Research during the first transition to the Hispanic Nielsen (NHTI/NHSI) environment.

On the personal side, Otto is married to Mexican actress/comedian, Angelica Vale ([Angélica Vale BIO](#)) and has one daughter, Angelica Masiel Padron-Vale, as well as two daughters from a previous marriage, Carolyn and Elizabeth. He has a double Bachelor of Science degree in Broadcast Communications and Economics from the University of Miami ('91) and a Master in Business Administration (MBA '12) degree from Florida International University's Chapman School of Business, where he graduated with honors as a World's Ahead Graduate.

Otto is a Lieutenant Colonel in the US Army Reserve commanding the 4th Battalion, 414th Regiment (SROTC), 104th Division, in Fort Lewis, Washington. As LTC Padron, he has been featured as a model US Army Officer in the national television "US Army Strong" campaign [See YouTube: [Padron Army Commercial](#)] as well as showcased in various national publications as one of America's top Hispanic leaders. Otto is a Ranger qualified Master Paratrooper with over 30 years of service. He holds an advanced degree in Military Strategic Studies from the US Army Command and General Staff College, Ft. Leavenworth, Kansas. He is a proven leader and a Bronze Star and Valor Device combat decorated Iraq War veteran.



ERIC GARCETTI
MAYOR

March 18, 2015

Mr. Otto Padron

Dear Mr. Padron:

I am pleased to inform you that I hereby reappoint you to the Board of Convention and Tourism Development Commissioners for the term ending June 30, 2020. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Cary Gross in my Office at (213) 978-0621 to make arrangements for you.

To begin the reappointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible.

Under separate cover you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.

As part of the City Council confirmation process, you will need to meet with Tom LaBonge, your Councilmember, and Councilmember Curren Price, the Chair of the Economic Development Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your

Mr. Otto Padron
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reappointment will be considered by the Economic Development Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Cary Gross will assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Garcetti". The signature is stylized and cursive.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Otto Padron
March 18, 2015

Nominee Check List

I. Within seven days:

Mail, fax or email the following forms to: Cary Gross, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: cary.gross@lacity.org.

_____ **Remuneration Form**

_____ **Undated Separation Forms**

_____ **Background Check Release**

_____ **Commissioner Information Sheet/Voluntary Statistics**

II. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in via email from that office.*

_____ **Statement of Economic Interest ("Form 700")**

IMPORTANT: The City Council will not consider your nomination until your completed form is reviewed by the Ethics Commission.

_____ **CEC Form 60**

III. As soon as possible, the Mayor's Office will schedule a meeting with you and:

_____ **Your City Councilmember Tom LaBonge** (contact at (213) 473-7004).

_____ **Councilmember Curren Price, Chair of the Council Committee considering your nomination** (contact at (213) 473-7009).

Staff in the Mayor's Office of External Affairs will assist you with these arrangements.