

SAN DIEGO, CA, September 27, 2013 **/24-7PressRelease/** -- EPMG, the nation's leading multicultural media partner, adds Alejandro "Alex" Sánchez to its executive team in the role of executive vice president and director of Hispanic media and custom publishing.

Sánchez brings over two decades of distinguished experience in the marketing and advertising industry, including television, radio, digital media, print, and event marketing. As the executive vice president and director of Hispanic media and custom publishing, Sánchez will lead the efforts of growing revenue and solutions for EPMG's digital and print integrated platforms, as well as overseeing the national sales team.

"Alex has proven to be a leader in the advertising and communications industry and we are pleased to add him to our team," said Trevor Hansen, CEO, EPMG. "His experience, passion, and leadership will be a huge asset to our company, agency, and client partners."

Prior to joining the EPMG executive team, Sánchez worked at Hearst Media Services as vice president of advertising and marketing for the Houston Chronicle Media Group and as publisher and general manager for La Voz. He has also held positions at Belo Corporation, Dallas Morning News, and Al Día.

"Over the years I've watched EPMG lead in innovation, technology, results, and client satisfaction," said Sánchez. "I am thrilled to be a part of such a dynamic organization."

EPMG is the leading multicultural media buying and planning partner in the United States. With a focus on hyper-relevancy, EPMG's expertise is leveraged by Fortune 500-level clients and major advertising agencies. EPMG combines proprietary research data, powerful c-suite level tools, and exceptional service with the proven effectiveness of multicultural print and digital media to give clients media solutions that deliver measurable ROI. For more information about EPMG, visit <http://www.epmg360.com> or call (866) 664-4432.