



## FORUM

### "Televisa: Business Strategies out of Mexico"



Dr. Maria Elena Gutierrez,  
Universidad Panamericana, Mexico

Dr. Maria Elena Gutierrez earned her Ph. D. from the University of Navarra, Pamplona, Spain in 2003, and post-doctoral studies in Media and Entertainment Management at the Institute for Media and Entertainment (IME) in New York. Dr. Gutierrez' research has focused on the strategies of the Televisa Group, the largest television group in Mexico. Her undergraduate degree was in Management and Finance completed at Universidad Panamericana. She has worked as editor at "Mural" newspaper in Mexico. Currently Dr. Gutierrez is Chair of the Communication School at Universidad Panamericana, Guadalajara, Mexico. Previously she held positions as a teaching fellow, academic coordinator, student advisor and spokeswoman at the same institution.

**DATE: THURSDAY, NOVEMBER 16, 2006**

**TIME: 7:00 PM**

**PLACE: RADIO, TELEVISION FILM AND  
PERFORMING ARTS BUILDING,  
ROOM 184**

**FREE LECTURE, OPEN TO ALL**