

Carlos A. García-Pérez, Esq.

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Decisive high-profile visionary leader who excelled as media executive and trusted attorney in multiple business settings across the Americas including representation of Fortune 500 corporations. Level-headed critical thinker and problem solver with extensive responsibility for multi-million dollar annual budgets and contracts including infrastructure development projects. Driver of organizational change through use of keen business intelligence and market knowledge. International policy influencer with top secret security clearance who successfully manages top government stakeholders including the White House, Congress, and Agency Directors. Tenacious negotiator with solid cross-cultural knowledge to succeed in business in Latin America. Prominent speaker about groundbreaking impact of technology on bringing uncensored information to citizens lacking freedom of expression. Recognized for unique blend of analytical, interpersonal, and communication skills. Proficiency in: MS Office. Fully bilingual: English and Spanish.

VALUE ADDED

Business Operations • Financial Management • Strategy Development • Contract Negotiations
Subcontractor Management • Strategic Partnerships • Commercial and Cross-Border Litigation
Policy Analysis and Recommendations • People and Process Integration

CAREER MILESTONES

- Directed and revamped Office of Cuba Broadcasting (Radio and TV Martí) by request from the White House. .
- Steered Televisión Martí to receive its first-ever Suncoast Regional Emmy Award in 2015.
- Catalyzed efforts of Fortune 500 Corporation to restore Puerto Rico's infrastructure after impact of major hurricanes.
- Received recognition as expert among group of 50 influential Floridians convened to discuss the future of Florida during 2020's electoral season with the support of the Knight Foundation.
- Advised stakeholders in government initiatives to privatize certain operations in response to challenging economic climate.
- Litigated ground-breaking copyright case protecting interests and agreed-upon properties of a well-known label company against artists from Puerto Rico.

EXPERIENCE AND ACHIEVEMENTS

BUSINESS DEVELOPMENT

- Secured \$500M contract to overhaul electrical power infrastructure in Puerto Rico reporting directly to Fortune 500 Corporation's CEO.
- Orchestrated support and logistics for between 300 and 400 sub-contractors distributed across Puerto Rico to repair telephone and electric power services after impact of hurricanes.
- Navigated through complex governmental and regulatory environment under highly uncertain conditions for public company to operate in Puerto Rico in record time.
- Directed operations and executed strategic initiatives to expand coverage of television, radio, and internet content broadcast to 11M Cubans with a \$30M budget.
- Increased multi-media platform's market share working in partnership with senior-level internal stakeholders and U.S. government agencies.

- Pioneered use of censorship circumvention software to enable internet users to receive unfiltered news and information thus increasing market share.
- Obtained more than 50% of market share in Cuba through Piramideo, a home grown platform similar to Twitter.

ORGANIZATIONAL LEADERSHIP

- Overhauled company culture into one of transparency and accountability and surpassed average employee satisfaction ratings of parent company in 65% of survey questions.
- Repositioned The Martí as a top-performing and market defining media conglomerate for the Cuban market as indicated by ratings of 3.2 and 3.3/4.0 in overall technical quality, standards, and audience engagement by OCB.
- Broadened company's vision to include sourcing and distribution of original in-country information through locally hired and trained reporters.

ADVOCACY AND POLICY CHANGE

- Lobbied U.S. Congress to approve The Martí business model and operation and to allow for, enable, and increase internet connectivity to and from Cuba.
- Presented insights on broadcast media development and trends to anticipate their potential effect on policy in multiple appearances and hearings in Washington, DC.
- Became valuable policy advisor at top U.S. government levels including members of Congress, the White House, and the State Department.

LAW PRACTICE

- Represented corporate and individual clients in short-term and long-term litigations including commercial disputes, fraud issues, immigration applications, and class actions.
- Collaborated closely with senior-level client executives to research, dissect, and understand matters involving contracts, service agreements, product liability, and employee relations.
- Argued in favor of México's largest utility company against a German-based conglomerate for breach of contract and product liability claims.

CAREER HISTORY

SMGQ LAW **MIAMI, FL** **2017 – PRESENT**

Partner

THE MARTIS **MIAMI, FL** **2010 – 2015**

Director, Office of Cuba Broadcasting: Martinoticias.com, TV Marti, and Radio Marti

EARLY CAREER: Shareholder and Litigator, Goldman, Antonetti & Córdova, San Juan, PR

EDUCATION, LICENSES, AND AFFILIATION

Juris Doctor • Hofstra University School of Law • Hempstead, NY

BA in Economics, and International Relations • Duquesne University • Pittsburgh, PA

Bar Admission: Licensed to Practice Law in the State of Florida and the Commonwealth of PR

Member: *Colegio de Abogados de Puerto Rico*

COMMUNITY LEADERSHIP: ADVISORY ROLES

Founder and Board Member: Six Media, Inc. • Board Member: Cuban American Foundation