

# An Interview with Rick Alessandri

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—Rick Alessandri

Executive Vice President of Enterprise Development at Univision Communications

## Executive Vice President of Enterprise Development at Univision Communications

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Rick Alessandri and his team are responsible for developing new business opportunities and brand extensions for the Univision brands including Univision Tarjeta, a prepaid card with Mastercard; Univision Farmacia, a pharmacy discount program; and AutoAmigo, a group car buying service for Hispanics, and other licensing and consumer products opportunities. His team is also responsible for working with marketers on experiential marketing programs across the Univision platforms.

Prior to Univision, Alessandri spent more than a decade at ESPN in various executive roles, culminating with the position of SVP and managing director for the X Games franchise and SVP for ESPN Enterprises and consumer products. While he managed the X Games, Alessandri was responsible for managing global business operations for the franchise, including two U.S.-based X Games events. Before ESPN, Alessandri was VP and general manager at SportsTicker, the online real-time sports news reporting service.

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