



Julie Victor

Director and General Manager, Out of Home Division
Telemundo

Julie Victor is director and general manager for Telemundo's Digital Out of Home Division, Telemundo en tu Mundo. She is responsible for distribution, sales and content on digital screens in over one thousand supermarkets and retailers across the country and more than 2,000 Metro buses.

Julie has over 20 years of media experience including media buying and account management and was previously the National Sales Manager for KVEA-TV, Los Angeles. Julie also managed several in-store departments during her seven-year tenure at Vons/Safeway Grocery Company.

Julie is a native of the Los Angeles area and earned her Bachelor of Arts degree from California State University, Fullerton.

TUESDAY, August 10, 10:30 a.m.

General Session 6

Panel: Targeting Hispanic Shoppers at Home and in the Store

