



## PUERTO RICO CONFERENCE 2010 | Entrepreneurship for Growth



**Mrs. María Eugenia Ferré Rangel**  
President & CEO  
El Nuevo Día

In 2001, Maria Eugenia Ferré Rangel became the President of El Nuevo Día, Puerto Rico's leading communications company and the largest-circulation Hispanic Newspaper under the US flag. Ms Ferré Rangel is not only a seasoned business leader, but also a strong advocate of entrepreneurship in the Island. Under her leadership, El Nuevo Día has strengthened and evolved from a solid print operation to a multimedia communications conglomerate.

During challenging times for the publishing industry, Mrs. Ferré has successfully managed to bring innovation and change to El Nuevo Dia, by transforming its operations and making it a pioneer in the use of cutting-edge technologies. Since 2006, Ferré Rangel increased investments in technology, which has enabled the organization to adapt to a new multimedia environment that now includes the online - elnuevodia.com in its web and wap versions, new classifieds onsite in an alliance with Monster.com, Web-TV, and movies



As the leader in one of the most competitive media markets in the hemisphere, Ms. Ferré Rangel also had the vision to invest not only in technology but also in a \$50M new printing press and supporting equipment, to maintain the print edition strong and to create new products, such as Sal! (a restaurant directory) and Logon, a youth publication. El Nuevo Día's print edition, with a daily circulation of nearly 200,000, reaches every corner of the island and its online site, with 1.7 million monthly hits, is the main source of information about Puerto Rico not only for Puerto Ricans, but also to all Spanish-speaking Internet users around the world.

Most recently, El Nuevo Dia announced an alliance with USA TODAY to distribute a local version of the mainland publication to tourists.

A visionary entrepreneur, Ms. Ferré has effectively reduced operating costs while maintaining El Nuevo Dia's share in advertising sales. Among other key initiatives, El Nuevo Día redesigned and relaunched its daily and Sunday print editions, created a new products division, and acquired a new distribution company.

A Member of Group Ferre Rangel, she also serves on the Board of Directors of Grupo Diarios Las Américas (GDA), American Press Institute, Congress of Leaders of Puerto Rico, Conectarse (CSR), and Newspapers Association of America (NAA) and NAA Foundation.

Previous to her appointment as President and CEO of El Nuevo Día, she worked as Vice President of Administration and Operations. With more than 19 years of experience, Ms. Ferré Rangel has a profound insight, not only of the communications industry but also of the economic trends and customer behavior that impact the business.

She has a Bachelor of Arts degree from Holy Cross College and completed a Master's Degree in Communications at Boston University.

Ms. Ferré is married to Dr. Miguel Santaella and is the proud mother of two children.