



PUERTO RICO CONFERENCE

2012 | Revitalizing Innovation



**Ms. María Eugenia Ferré
Rangel**

CEO of GFR Media / El Nuevo Día
and Primera Hora

María Eugenia Ferré Rangel is the CEO of GFR Media, the media arm of GFR Holding Group. She leads Puerto Rico's most comprehensive cluster of media platforms.

Among them: El Nuevo Día, the largest Spanish-language newspaper in the USA and Puerto Rico's main newspaper, with over 1.7M weekly readers, 2.8M monthly visits on the web, and a strong mobile presence. Primera Hora, PR's second-largest newspaper. And a robust digital and mobile portfolio.

Under her leadership, GFR Media transformed a solid print operation into a multimedia communications conglomerate. She strengthened the managerial initiatives at GFR Media, reducing operating costs, maintaining a competitive share in advertising sales, investing \$16M in infrastructure, technology and a \$50M printing press.

She's a member of the Board of Directors of the Newspaper Association of America, the NAA Foundation, Grupo de Diarios América, the Congress of Leaders of PR, Conectarse and Holy Cross College.

She is married to Dr. Miguel Santaella and the proud mother of two children. She holds a B.A., with Honors, from Holy Cross College and a Master's from Boston University.