

**Keynote panelist – September 11, 2021**

**Susana Sala**

**Chief Administrative Officer, ViacomCBS Networks**

**Panelist – “The Really Big Problems in Media”**

Susana Sala is the Chief Administrative Officer for ViacomCBS Networks Americas (VCNA). In this role, Sala is responsible for overseeing the support function areas of Human Resources, Communications, Core Services, ViacomCBS Tech, Business and Legal Affairs, and The Agency (the ViacomCBS creative agency). Based in Miami, Sala reports to JC Acosta, President of ViacomCBS International Studios & Networks Americas and Meredith Vasallo, EVP of Human Resources for ViacomCBS Networks International.

Prior to her Chief Administrative Officer appointment, Sala was Senior Vice President of Human Resources, Technology and Communications. In this role, she collaborated with the region's leadership to create and implement the strategic vision for the region, to develop and support the business transformation and deliver the organization's goals and objectives.

Prior to joining VCNA in early 2018, Sala served as the Global Vice President of Human Resources Transformation at Bacardi Group, and held various roles within the organization including Vice President of Human Resources for Latin America and the Caribbean and Director of Human Resources at Bacardi Spain. Before that, Sala has worked at Caprabo, a retail Company with more than 20,000 employees, and Bimbo Group, a global leader in the baking and snack industry, holding a wide range of roles in Europe and US where Sala was expatriated in 2000 for a couple of years.

Born in Barcelona, Spain, Sala holds a Bachelor of Arts in Economics and a Master's in Business Administration from ESADE in Barcelona and a Coaching Certification from the University of Miami.

Susana Sala will be a keynote panelist at the Engaged Management Scholarship conference hosted by Florida International University on September 11, 2021.