

Rolando Santos



Rolando Santos is the senior vice president for international relations at CNN's Atlanta headquarters. As a member of CNN International's senior management group, Santos works closely with Turner Broadcasting's global business development teams to identify potential new platforms and editorial partnerships. He also assumes editorial liaison with some of CNN's sister channels, CNN-IBN in India and CNN Turk in Turkey and will oversee CNN's International Professional Program, which brings together journalists from around the world for hands-on editorial training in Atlanta.

Previously, Santos served as executive vice president and general manager of Headline News. Before taking that role in 2002, Santos was president of CNN en Español, CNN's 24-hour Spanish-language news network, where he oversaw all daily operations and editorial content of CNN en Español and CNN en Español Radio (formerly Radio Noticias), playing a significant role in the development and launch of new international news networks such as CNN+ and CNN Turk. He also supervised CNNenEspanol.com, the Spanish-language website, and CNN.com.br, the Portuguese-language site. Additionally, he oversaw the Spanish-language newsgathering operations, including a fully bilingual staff in Atlanta, a worldwide network of Spanish-speaking correspondents and eight full-service bureaus in Los Angeles, Miami, New York, Washington, Buenos Aires, Jerusalem, London, and Mexico City.

Santos joined CNN in 1993, first as executive producer and then as director of CNN Spanish and special programming, which produced Noticiero CNN Internacional. In 1996, he was promoted to vice president of CNN en Español and special projects. The following year, Santos was promoted to executive vice president of CNN en Español and then to president. Before joining CNN permanently, Santos was executive producer for network news for Telemundo and the liaison between Telemundo and CNN for their jointly produced network newscasts. Before this, he was news director at KVEA Channel 52, a Telemundo-owned and operated station in Los Angeles. In this position, he oversaw international news coverage for the Telemundo news stations throughout the United States. During his tenure, the station won the 1992 Emmy Award for Best Newscast, marking the first time a Spanish-language newscast had won such an award.

Before joining KVEA, Santos worked for KTTV-FOX News, also in Los Angeles, as assistant news director, where his duties included managing the daily editorial process, story selection and content of the newscast, while overseeing a 91-person staff. During his career, Santos has held the posts of news anchor, reporter, bureau chief and producer at a number of stations, including KPIX-TV in San Francisco, KSL-TV in Salt Lake City and KMOL-TV in San Antonio.

Born in Eagle Pass, Texas, Santos is fluent in Spanish. *Hispanic Magazine* recently named him one of the most influential Hispanics in the United States. He is a former winner of a UPI regional award in the category of best writing and has received numerous other awards for live reporting. He earned a bachelor of arts in journalism from Texas A&M University.