



LILIANA ZAMBRANO IS THE local business group (LBG) Senior Director of El Clasificado. In this role, she is responsible – as she has been for the past four years – for overall sales strategy and management for El Clasificado's multi-media publication and advertising solutions company.

During her four-year tenure as the company's top sales manager, Zambrano has stewarded revenue growth from \$4.98M in 2003 to almost \$12.0M in 2007, a feat that warrants her recognition as El Clasificado's "Superstar."

A native of Ecuador, Zambrano joined El Clasificado as a proofreader in 2001 at the age of 27. Her talents and leadership skills were quickly noticed and she was promoted to supervisor after only one year. Her unwavering

passion, self-motivation, and uncanny ability to manage other salespeople allowed her to quickly ascend the leadership ladder and in 2003, again after only one year as a supervisor, she was promoted to manager. With her leadership, El Clasificado has achieved one of the fastest and most exciting growth periods in its 19-year history.

Zambrano continues to be an integral part of El Clasificado's near and mid-term growth plans across its display and classified ads, national accounts and sponsored event offerings. She is passionate about what she does and infectiously inspires those around her. She epitomizes the focus, intensity, competitiveness and leadership that will continue to make El Clasificado one of the most dynamic free Spanish-language publications in the country.

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