

CESAR ALDAMA



Cesar Aldama launched ArmorUp Media as a way to honor his wife, Lorian, during her fierce battle with Leukemia. Lorian's 20 year career as a news anchor and health and fitness reporter with a major network was sidelined because of her fight but her passion to share tell compelling stories never wavered. Lorian coined the term "ArmorUp" as a way to inspire others to get fit to fight and Cesar ran with it and formed ArmorUp media to make sure Lorian would always have a voice to spread the message of health and wellness. Today ArmorUp Media's mission is to help other businesses focused on health and wellness get their story out through content marketing and cause marketing. While we are a for-profit company, giving is at our core and our goal is to help other companies with that same passion get ahead.

Cesar certainly has the background and vision to take any company to the next level. He is a results-driven, accomplished and innovative **bilingual media executive** with more than 25 years in the industry. Mr. Aldama has received industry recognition for outstanding work and valuable professional relationships within the broadcasting sector. His news experience includes more than 15 years in leadership positions with major-market media organizations in News, Sports and Entertainment. Aldama most recently served as Senior Director of Comcast SportsNet Mid-Atlantic. His extensive leadership background, strength in crisis management and communications, performance optimization, strategic planning and contract negotiation make Aldama a great asset to any network looking for rapid growth in the digital media industry.

Aldama is a well respected leader in the industry known for cultural diversity and inclusion in talent acquisition , strong collaborative leadership skills, experience in developing and managing a network brand, running a news operation, developing new programming and managing multi-million dollar budgets. His expertise ranges from talent management to content creation, business administration and organizational strategy, human resources, contract negotiations, union negotiations, digital media, multi-platform content production, and in-depth technical and journalistic knowledge.

As Senior Director of News for Comcast SportsNet in Bethesda, MD Aldama led the network's extensive television news department, oversaw all areas of its operation, including content development, editorial direction and strategic planning. Aldama managed coverage in the Mid-Atlantic region: 9 professional sports teams, 15 colleges/universities, 6 different sports teams for LIVE coverage for an audience of more than 4.7 million viewers. Responsibilities included the management and development of the department's on-air talent and staff and the production of the network's marquee news, entertainment and original programming, including 'SportsNet Central,' 'Washington Post Live,' 'Redskins Pre-game and Post-game Live' and '3 & Out,' a nationally

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produced show. Mr. Aldama has engaged in direct negotiation with team executives and collaborated with coaching staff and key players for revenue generating content.

Prior to managing a sports news network operation, Mr. Aldama served as News Director for Miami's CBS station, WFOR-TV, and its sister MyTV station, WBFS-TV where he led an operation that covered regional, national and international stories and events. He also made a number of stops and served in leadership positions that included Assistant News Director for the CBS station in Philadelphia, KYW-TV, Managing Editor at WFOR in Miami, Assignment Manager at WKMG in Orlando, and WSVN in Miami again where he began his career and held a variety of positions over 10 years, including Assignment Editor, Photojournalist and Editor.