

Rolando Santos



Rolando Santos is the current CEO of CNN Chile, first news network and CNN Worldwide's first joint venture of its kind in Latin America and the first 24 hour news network in the country, designed for the Chilean audience and by Chilean people.

Before joining CNN Chile, Santos played a fundamental role in the development and support of similar Turner businesses around the world. As Senior Vice-president of CNN International, Santos worked closely with Turner's global development team. His role was to identify new platforms and editorial alliances. During this time he created editorial ties with sister networks including IBN in India and CNN in Turkey. Prior to stint at CNN International, Santos was an Executive Vice President and General Manager of Headline News (HLN). He was the first Hispanic in charge of a 24 hour news cable network. Additionally, Santos worked as president of CNN en Español and of CNN Radio News. He also has played important roles in the development and launch of new international CNN joint ventures such as CNN+ in Spain and CNN Turkey. Under his direction a complete team of bilingual personnel was developed in Atlanta, GA., USA.

They created a worldwide network of Spanish speaking correspondents in eight offices including Miami, New York, Washington, Los Angeles, Jerusalem, London, Mexico City and Buenos Aires.

Santos joined CNN in 1993. His first duties were as an Executive Producer. He later became the news director for CNN en Español, a division that produced international news for CNN. In 1996 he was appointed as the vice president of CNN en Español and Special Projects. The following year he was promoted to Executive Vice President before being named President.

Santos' professional career has revolved around the development of news for television and radio. He has served as executive producer of Telemundo and as News Director of KVEA channel 52 TV Los Angeles, belonging to and operated by Telemundo. In these positions he was directly responsible for the coverage of international news for Telemundo, United States. During his time with Telemundo, the station won an Emmy in 1992 as best news channel. This was the first time a news channel in Spanish had won an Emmy.

Additional work credits to Rolando Santos include News Director, News Anchor, Reporter, News Editor and Producer. These positions have been held with companies such as KTTV FOX Los Angeles, KPIX-TV San Francisco, KSL TV Salt Lake City and KMOL-TV San Antonio, among others.

A native of Eagle Pass, Texas, Santos graduated from A&M University of Texas in College Station with a degree in Journalism. Recently he was appointed as one of the most influential Hispanics in the United States by Hispanic Magazine. He has also been recognized as a Regional Winner in the category of best writing of news for the UPI agency. In addition, has received numerous awards for live interviews and reporting.