EXECUTIVE BIOGRAPHY

Albert Rodriguez

President, Chief Executive Officer and Director

MediaCo Holding Inc. · Nasdaq: MDIA

Executive Vice Chairman

National Association of State Latino Chamber of Commerce



AT A GLANCE

Building multicultural media for more than 25 years

25+

years leading Spanish-language and multicultural media

24

years at Spanish Broadcasting System, rising to President & COO

6

major industry honors, including Radio Ink, NAHJ & Billboard Top Power Player

2024

joined MediaCo; named CEO within months

Today he leads MediaCo’s radio, television and digital portfolio, which reaches Hispanic and urban audiences across the country.

CAREER

From sales leader to public-company CEO

c. 1999

General Sales Manager, Miami

SBS

2012

Chief Operating Officer

SBS

2021

President & COO, succeeding founder Raúl Alarcón

SBS

2024

Chief Revenue Officer; President, MediaCo Audio

MEDIACO

Oct 2024

President & CEO

MEDIACO

Nov 2025

Board of Directors

MEDIACO

MEDIACO HOLDING INC.

Leading MediaCo's multiplatform growth

HOT 97 · WBLS · EstrellaTV · HOT PRIMOS · Don Cheto Network · Sigma Audio Networks

EstrellaTV

Highest year-over-year prime-time growth among adults 18–49 in the network's history.

HOT 97

Launched its first daily live news show in January 2026.

Don Cheto Network

Expanded its footprint with new affiliates, including KZOM-FM 96.5 in Phoenix.

National sales

Named Katz Television Group the exclusive national sales partner for EstrellaTV.

SPANISH BROADCASTING SYSTEM · 1999–2023

24 years building the nation’s largest Hispanic-owned media company

Operations

Ran day-to-day operations across radio, MegaTV television, digital and live events, with oversight of revenue and profit.

Growth

A key figure in SBS’s transformation into the largest minority-owned multimedia company in the U.S.

Succession

Named President in 2021, succeeding founder Raúl Alarcón, who had held the title since 1985.

RECOGNITION

Awards and honors

Year	Honor	Presented by
2025	Visionary Award, Excelencia Awards, New York	National Association of Hispanic Journalists
2022	Inducted; joined the Board of Directors	American Advertising Federation
2021	Latin Power Players	Billboard
2020	Radio’s Top 20 Leaders	Radio Ink
2015	Broadcaster of the Year, Medallas de Cortez	Radio Ink

SBS teams under his leadership also won Medallas de Cortez Station of the Year honors in 2015 and 2017.

PHILANTHROPY AND COMMUNITY

Board service and community leadership

Concordia Leadership Council

Member of the council of Concordia, the nonpartisan nonprofit that builds public-private partnerships for social impact.

American Advertising Federation

Former Board Director, supporting inclusion, diversity and new opportunities in advertising.

Hispanic Marketing Council

Former Board Director, advising the strategic plan that champions the U.S. Hispanic market.

[Add personal or MediaCo charitable work: church, scholarships, community campaigns]



MOST POWERFUL PEOPLE IN RADIO T40

For 30 years now, *Radio Ink* has asked a deceptively simple question: who holds power in this industry? The answer has never been the same twice, and this year it is more complicated than ever – and more honest for it.

Power is not always what it looks like. It can be quiet. It can fill an arena. It is, in our experience, almost always calm and calculated in good times and bad. The most powerful people in this business do not chase trends. They study them, wait for them, bend them in their own direction if need be.

They understand, as Americans always have, that willpower is an unalienable source of strength.

What makes someone powerful? It is not simply reach. It is not a job title. It is not the number of stations on the license or the size of the portfolio. Power is the ability to shape what comes next for the people in the building, for the listener in the car, for an entire industry. It is the difference between surviving digital and digging into it, without surrendering what makes radio worth saving.

Influence alone is not power. Revenue is not power. But the right person, in the right seat, with the right conviction? That is power ... and it echoes.

As a great patriot said 250 years ago this month, "We must all hang together, or, assuredly, we will all hang separately."

Radio Ink is proud to present the 2026 40 Most Powerful People in Radio.

17
ALBERT RODRIGUEZ

President/CEO
MediaCo
Last Year's Rank: 31

YEARS ON LIST: 2



What Albert Rodriguez has done in less than two years of leading MediaCo makes you wonder if he's discovered more than 24 hours in a day.

The speed of his ascent at the Standard General-held broadcast group reflects something more than circumstance: Rodriguez is one of the few executives in American broadcasting who has spent an entire career at the specific intersection of culture, community, and commercial media that MediaCo's portfolio was built to serve.

In the past year, that portfolio has performed. EstrellaTV became the fastest-growing Spanish-language broadcast network in the country, posting four consecutive quarters of year-over-year prime-time growth and outpacing every major competitor. Hot 97 expanded from radio to television, launching over-the-air on WASA-TV in New York. Sigma Audio Networks launched as a national multicultural buying platform, consolidating Hispanic, Black, and Asian American audio reach into a single scalable vehicle for advertisers. The Don Cheto Radio Network grew its affiliate footprint. Radio audiences across New York, Los Angeles, Riverside, Dallas, and Houston climbed 21% among Adults 25–54.

The National Association of Hispanic Journalists gave Rodriguez its 2025 Visionary Award. The RAB put him on its board. MediaCo's founder said his impact had been "substantial." That is, simply put, the mark of a man who has spent his entire career making the case that multicultural audiences are not a category but a cornerstone, and who now has the platform to prove it.

ESTRELLA MEDIA®

Digital Ad Revenue 2021 – 2027

Estrella Media ONLY (does not include Hot / BLS)

Revenue Analysis

Net / 000's

QTR	2021	2022	2023	2024	2025 OP	2025 FC	2026	2027 FC	% Chg 27 vs 26	$ Chg 27 vs 26	% Chg 26 vs 25	% Chg 25 vs 24	% Chg 24 vs 23
1Q	$550	$732	$1,293	$2,603	$6,078	$7,485	$15,500	$21,000	35%	$5,500	107%	188%	101%
2Q	$607	$778	$2,104	$3,269	$7,152	$8,500	$15,900	$23,400	47%	$7,500	87%	160%	55%
3Q	$632	$734	$3,053	$5,157	$7,826	$7,826	$13,500	$22,900	70%	$9,400	72%	52%	69%
4Q	$698	$817	$2,710	$8,362	$8,597	$8,597	$19,500	$28,400	46%	$8,900	127%	3%	209%
TTL	$2,487	$3,061	$9,160	$19,391	$29,653	$32,408	$64,400	$95,700	49%	$31,300	99%	53%	112%

49%
Revenue Growth
(2027 vs 2026)

$31.3M
Incremental Revenue
(2027 vs 2026)

99%
Revenue Growth
(2026 vs 2025)

53%
Revenue Growth
(2025 vs 2024)

112%
Revenue Growth
(2024 vs 2023)

“Albert embodies the true definition of visionary leadership.”

Soo Kim, Chairman, MediaCo Holding Inc.

On the 2025 NAHJ Visionary Award