



Entravision Announces Mariangela “Cookie” Pretto as Senior Vice President and General Manager of Univision San Diego

15-year veteran will also oversee operations & sales for the El Centro market

SAN DIEGO, Calif. — September 2, 2026 — Entravision promotes Mariangela “Cookie” Pretto to Senior Vice President and General Manager of Univision San Diego and its El Centro media properties.

As a 15-year veteran of Entravision, Pretto has held many roles including Digital Sales Manager, Regional Digital Sales Manager and, most recently, Vice President of Local Digital Sales, overseeing digital sales across Entravision’s key markets.

In her role as Senior Vice President and General Manager, Pretto will lead Entravision’s San Diego and El Centro market operations with a focus on revenue growth, multiplatform strategy, community engagement, and strengthening relationships with viewers, advertisers, and organizations throughout the region.

“Mariangela has earned the respect and admiration of her colleagues and is the right person to lead our San Diego market,” said Maria Martinez-Guzman, President of Media for Entravision. “She has consistently taken on greater responsibility, built successful teams, and developed strong relationships with our clients and communities. Her deep knowledge of San Diego, combined with her experience leading digital sales across multiple markets, positions her exceptionally well to lead Univision San Diego into its next chapter,” added Martinez-Guzman.

Pretto’s career reflects the media industry’s evolution, moving from traditional sales to leading Entravision’s digital growth. This expertise will be central to her strategy as she integrates broadcast reach with the power of digital media to lead Univision San Diego.



"I am incredibly honored and grateful for the opportunity to lead Univision San Diego," said Pretto. "I began my career here working directly with local businesses in San Diego, and I've been fortunate to grow alongside this company, our clients and our industry. To now have the opportunity to lead the San Diego market means a great deal to me personally," added Pretto. "I know the people, I know our clients, and I know how important Univision is to this community. I also believe our greatest opportunities are still ahead of us."

A central part of Pretto's vision will be strengthening Univision San Diego's presence throughout the community and further developing partnerships with local businesses, nonprofit organizations, educational institutions, civic organizations and community leaders.

"Our future is multiplatform," Pretto said. "Television remains an extraordinarily powerful connection to our audience, and digital allows us to extend that relationship in new ways. I want our sales, news, digital, promotions and operations teams working together with one goal: making Univision San Diego indispensable to our viewers, our advertising partners and the community we serve."

About Entravision

Entravision is a media and advertising technology company. In the U.S., we provide video, audio and digital marketing services to local and national advertisers through a portfolio of television and radio stations and digital advertising services that target Latino audiences. Our advertising technology business provides programmatic advertising technology and services to advertisers and app developers on a global basis. Entravision is the largest affiliate group of the Univision and UniMás television networks.

MEDIA CONTACT:

Karina Cerda, EVP of Marketing
Entravision
kcerda@entravision.com



SALES:

Mariangela "Cookie" Pretto

mpretto@entravision.com

NEWS

Carlos Tamez

Carlos.tamez@entravision.com

###