

Ron Gordon

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President and CEO ZGS Communications

Ron Gordon, a native of Lima, Peru, is the owner, CEO and President of ZGS Communications and ZGS Broadcasting. Mr. Gordon arrived in the U.S. almost 30 years ago as a teenager and his entrepreneurial spirit quickly emerged. He began a paper listing the local soccer scores because he missed his favorite sport and realized that many other immigrants like him longed to follow soccer as well.

Mr. Gordon continued with communications work to fill a gap in the Latino community. He considered what he missed from back home in Peru and thought of the Hispanic artists and television shows that he watched as a boy. Mr. Gordon ventured to work in the growing Hispanic news and entertainment industry and to create some of the first U.S. produced television shows for the Latino community.

In 1989, Mr. Gordon formed ZGS Broadcasting, Inc. which consists of three Spanish television stations located in Washington, D.C., Tampa and Orlando, Florida, as well as two Spanish radio stations in Tampa, Florida. The television and radio stations reach more than one million Hispanic people. In 1997, ZGS Communications, Inc. and ZGS Broadcasting, Inc. had combined revenues of approximately \$8 million.

As a leading producer of programming with Hispanic content, ZGS Communications was nominated for four Emmys and won two. ZGS is currently one of the leading Hispanic communications firms that assists companies in developing advertising, marketing, and public relations strategies aimed at the Latino community.

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