

PABLO H. BIANCHI

GROWTH & REVENUE EXECUTIVE | MOBILITY TECH | DIGITAL TRANSFORMATION | STRATEGIC PARTNERSHIPS

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EXECUTIVE PROFILE

Senior executive and business builder with 20+ years of experience leading revenue growth, digital transformation, ecommerce, strategic partnerships, mobility technology, onboard entertainment, and non-theatrical content licensing across LATAM. Former CMO and Digital Transformation Leader at Grupo IAMSA and Acting CEO & Co-Founder of Newtimes. Specialized in converting captive audiences, passengers, terminals, onboard screens, connectivity, content rights, data and digital platforms into scalable revenue streams.

TARGET EXECUTIVE ROLES

Country Manager / General Manager	Chief Revenue Officer / VP Revenue	Chief Digital Officer
VP Business Development LATAM	Director of Strategic Partnerships	Director of New Business & Monetization

CORE VALUE PROPOSITION

- Builds and scales revenue models at the intersection of mobility, media, technology, digital platforms and entertainment.
- Transforms underutilized physical and digital assets into monetizable channels: passengers, terminals, screens, apps, loyalty platforms, data and connectivity.
- Leads enterprise negotiations, strategic alliances, licensing frameworks, technology integrations and commercial go-to-market strategies.
- Combines legal background, commercial execution, product vision and executive leadership to open complex markets and partnerships.

PROFESSIONAL EXPERIENCE

GRUPO IAMSA | Chief Marketing Officer & Digital Transformation Leader | 2020 - 2025 | Mexico

- Led marketing, ecommerce, CRM, loyalty, digital transformation and omnichannel commercial initiatives for one of Mexico's leading passenger transportation groups.
- Drove ecommerce growth across core brands: ETN sales increased 2.5x, Costaline 2x and Autovias 3x through performance marketing, UX, platform optimization and commercial execution.
- Directed integrations and partnerships with Reservamos, Doters, MercadoPago, Starlink, VivaAerobus, Cinopolis, Visa, FlixBus and government institutions.
- Designed and executed strategic digital products including VivaBus, TravelPass, GHO Wallet and Sur de Jalisco Digital Wallet, integrating loyalty, payments, user experience and mobility services.
- Led digital infrastructure initiatives involving CRM, analytics, BI, Mixpanel, APIs, Peplink, Starlink, onboard connectivity and passenger experience platforms.
- Managed multidisciplinary teams across marketing, technology, design, content, SEO, digital operations, ecommerce and external agencies.
- Led crisis communication and operational response initiatives, including Hurricane John in Acapulco.

GRUPO HERRADURA OCCIDENTE | Marketing & Digital Transformation Executive | 2017 - 2020 | Mexico

- Reorganized marketing operations, reduced internal and agency costs, and aligned brand strategy with IAMSA group standards.
- Launched responsive websites, payment integrations, SEO/SEM strategies and improved digital communication channels.
- Integrated marketing administration and digital execution across regional transportation brands.

NEWTIMES | Acting CEO & Co-Founder | 2014 - Present | LATAM & Panama

- Founded and scaled a technology, entertainment, licensing and monetization company serving transportation, hotels, universities and non-theatrical venues.
- Developed onboard entertainment, VOD, streaming, display, connectivity and telecommunications technology solutions for buses and mobility environments.
- Built revenue models around captive audiences, onboard screens, terminals, connected platforms, BTL campaigns and digital media inventory.
- Managed licensing, territorial rights, content distribution and public exhibition compliance across LATAM through studio and rights-holder frameworks.
- Expanded Newtimes internationally with operations and commercial activity in Panama and LATAM markets.

MOVIEBUS / NEWTIMES LICENSING | Co-Founder & Content / Licensing Director | 2009 - Present | Mexico & LATAM

- Positioned Moviebus as a leading provider of onboard entertainment and non-theatrical content distribution for passenger transportation in LATAM.
- Managed STSL and title-by-title licensing for buses, universities, hotels, cultural venues and public exhibition environments.
- Developed licensing workflows for client onboarding, catalog access, studio clearance, payment, delivery, reporting and compliance.
- Built relationships with studios, rights holders, Filmbank, EGEDA, transportation operators and institutional clients.

SELECTED ACHIEVEMENTS

- Led IAMSA digital transformation and integrated mobility platform development.
- Implemented Doters loyalty program at IAMSA, reaching a 60% redemption rate.
- Built and expanded Newtimes and Moviebus as LATAM-focused businesses in mobility technology and non-theatrical content licensing.
- Developed B2B advertising and media monetization models across buses, terminals, onboard screens and connected platforms.
- Structured strategic alliances with major transportation, entertainment, travel, technology and payment partners.

EXPERTISE

Revenue Growth	Digital Transformation	Mobility Tech
Ecommerce & CRM	Strategic Partnerships	Captive Audience Monetization
Content Licensing	Retail Media / DOOH	SaaS & Platforms
Data & Analytics	Loyalty Programs	BTL & Omnichannel Media

EDUCATION & LANGUAGES

- Bachelor's Degree in Law - Universidad Anahuac Mexico.
- Diploma in Business Management & Development - ITAM.
- Diploma in Corporate Finance - ITAM.
- Specialization in North American Law - Universidad Iberoamericana & Georgetown University.
- Languages: Spanish native; English advanced.

REFERENCES

Available upon request.