



# PUERTO RICO CONFERENCE

## 2012 | Revitalizing Innovation



**Mr. David Melchor**  
Chief Executive Officer  
Wireless Idea

David Melchor is a proven executive and entrepreneur with over 15 years of experience in leading successful ventures in the e-commerce, digital media and entertainment industries.

He started his career in 1995 when as a college senior he co-founded the entertainment and youth marketing company Empire Entertainment. In the last 15 years, Empire has become the leading experiential marketing company in Puerto Rico managing strategic brands such as Coors Light, Bacardi, Toyota and Caribe Hilton, among others. David currently holds a seat on the Board of Directors of Empire.

David founded Wireless Idea in early 2002 after the .com bubble burst with a vision of it becoming the first digital content distribution platform to operate in Latin America. He made this vision a reality in just 10 years when Wireless Idea under his direction became the leading mobile distribution platform for the LATAM and US Hispanic markets generating over \$70M in annual revenues. Headquartered in San Juan Puerto Rico, Wireless employs over 100 people in 16 countries and provides services to leading Telecom and Digital Media companies enabling access to 600M mobile users in the Americas.

David Melchor also serves as a consultant in the e-commerce and digital media fields helping early stage companies to leverage the digital revolution to grow and expand their businesses globally.

**He serves as a Board Member in the following companies:**

-New Energy Corp.: A renewable-energy company that distributes and markets solar energy in LATAM

-Contactica Interactive: A leading digital media agency that provides strategic planning services to brands in order for them to evolve and grow in the digital world. Contactica operates in several countries in LATAM.

David has a bachelor's degree in Business Administration and Global Commerce from the University of Sacred Heart in Puerto Rico. He also attended the London School of Economics, UK.