

FOR IMMEDIATE RELEASE

Tiempo Company Appoints Rafael Ulloa, Former Executive Vice President of Content, as Deputy Publisher

WASHINGTON, D.C. – Aug. 7, 2024 – Rafael Ulloa, former Executive Vice President of Content at El Tiempo Latino and El Planeta, was promoted to the role of Deputy Publisher at the Latino and family owned media group, Tiempo Company. In this new role, he will focus on transforming and scaling the editorial and business impact in both Washington D.C. and Boston.

Ulloa remains involved in the Spanish-language publications, [El Planeta](#) and El [Tiempo Latino](#), under the umbrella of [Tiempo Company](#), following a distinguished role in which he led the editorial team and ensured the quality and relevance of content creation.

"At Tiempo, our mission is to harness the strengths of our editorial and business leadership to create content that empowers US Latinos and Hispanics. Rafael has been an invaluable contributor to the growth of the company and the evolution of our news business model through our publishing house," said Marcos Marin, CEO at Tiempo Company.

Under this leadership, Ulloa is responsible for strengthening editorial strategies and ensuring alignment with the product development and commercial areas of the company. His scope includes operational oversight, strategic planning, revenue generation, and stakeholder coordination.



"Having earned the company's trust to reach this position is truly invaluable. My goal is to ensure that our high-quality content and data-driven stories emphasize the core messages of our content partners, aligning with our mission to elevate the voices of the Latino community in the United States," expressed Rafael Ulloa.

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After completing his MFA in Integrated Marketing Communications at Emerson College back in 2003, Ulloa [began](#) his trajectory in the company as a founding member of El Planeta in the role of Communications Manager and later became an Associate Director. Following many years of hard work and dedication, he was promoted to Head of Creative in 2007, Editor in 2012, Executive Editor in 2017, and Executive Vice President in 2020; a role in which he excelled until recently.

In addition to launching El Planeta in Boston, Ulloa has led numerous initiatives that have significantly contributed to the [company's growth](#). He supported the initial online strategy, which included newsletters and social media, played a key role in launching and expanding events like The Powermeter, co-led the acquisition of El Tiempo Latino from The Washington Post, and established strong partnerships with organizations such as Climate Power and JPMorgan Chase.

Rafael is a native of Ecuador and is currently based in Washington, DC, where he lives in the downtown area and takes advantage of the thriving networking scene in the nation's capital. He often travels to Boston, MA to work with the El Planeta team and attend meetings. In his free time, he visits Smithsonian museums, attends art and culture events at embassies and premium venues, travels to cosmopolitan cities, and enjoys concerts. Fun facts: He has seen his favorite band, The Cure, 20 times and loves to [travel to Japan](#), a destination he has visited five times.

About Tiempo Company:

[Tiempo Company](#) is a certified Minority Business Enterprise (MBE) and Certified Business Enterprise (CBE) media group headquartered in Washington, D.C. With the renowned El Tiempo Latino brand, Tiempo leverages the strengths of its editorial and business leadership—drawing from deep cultural roots, diverse Latino talent, data-driven strategies and platform-agnostic distribution. The content created at Tiempo daily, readable by 493 million Spanish-speaking people worldwide, strives to ignite curiosity, improve decision-making, generate conversations, and amplify Latino culture.

About Tiempo Latino:

[Tiempo Latino](#) is a Spanish-language publication in the United States, reaching 8 million U.S. Latinos per month. As a national digital news provider headquartered in Washington D.C., Tiempo Latino offers comprehensive coverage on various topics, including local and international news, politics, health, finance, and culture, specifically tailored to the Latino community. Tiempo Latino is part of Tiempo Company, a media group that also produces specialized e-newsletters and owns an in-house digital media agency dedicated to serving the informational and resource needs of the Latino population across the country.

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About El Planeta:

[El Planeta](#) is Massachusetts' leading Spanish-language media outlet, serving the State's vibrant Hispanic community since 2004. With a commitment to excellence in journalism, El Planeta provides comprehensive coverage of local topics such as immigration, education, business, and Latino empowerment and issues of importance to the Hispanic community. El Planeta is dedicated to empowering its readers and fostering a sense of community and connection among Massachusetts's diverse population.

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