

4.8

Comentarios (1)

Daniel Palis

Bogotá, Colombia

Conferencista | Capacitador | Consultor

País de residencia: Colombia

Nacionalidad: Colombia

Idiomas: Español, Inglés, Portugués

Áreas de conocimiento

Industria Tecnológica, Mercadeo de contenido, Medios de comunicación, Mercadeo de Contenido, Mercadeo Digital, Publicidad, Psicología del consumidor, Medios Audiovisuales, Producción de Videos, Televisión, Documentales, Estrategias de Mercadeo, Entretenimiento.

Descripción del perfil

Daniel Palis is a senior executive and consultant with more than two decades of experience helping organizations transform ideas into scalable businesses. His work sits at the crossroads of strategy, technology, and commercialization, where he combines a deep understanding of media, marketing, and digital ecosystems with hands-on product development expertise. As SVP at ICARO Media Group, Daniel drives multi-platform monetization, partnerships, and go-to-market strategies across Latin America. Beyond his corporate leadership, he supports companies as a consultant, guiding them through the design of digital products, functional MVPs, and AI-powered tools that accelerate business transformation. His approach blends product innovation with commercial strategy—ensuring that every product or solution is backed by a clear path to monetization. From B2B and B2C revenue models to affiliate ecosystems and loyalty programs, Daniel helps businesses build sustainable engines for growth. Daniel also advises on go-to-market execution, technology integration, and predictive analytics, enabling clients to not only launch but also scale with data-driven precision. Whether it's designing a digital strategy, orchestrating partner ecosystems, or creating intelligent dashboards for decision-making, his focus is always on aligning innovation with measurable results. Passionate about the future of media and technology, Daniel is recognized for his ability to translate vision into execution, creating solutions that generate real impact in highly competitive markets.

Conferencias, Cursos o Talleres

Transición digital de los Medios Tradicionales

Flexible

Conocerán de una manera entretenida los resultados de un estudio de varios años sobre la transición digital de los medios de comunicación tradicionales.

Experiencias

SVP Revenue

Icaro Media Group

2025 - Actual

CEO & Cofounder

Chemical Media

2020 - Actual

CEO & COFUNDER

Ekkofy

2019 - 2025

Managing Partner

TONKA

2017 - 2019

Consultor de Medios

RCN Televisión

2016 - 2017

Director TDT

RCN Televisión

2015 - 2016

Director Digital

RCN Televisión

2013 - 2015

Director Comercial- RCN Comerciales

RCN Televisión

2011 - 2013

Productor Ejecutivo

RCN Televisión

2005 - 2011

Estudios

MBA - Negocios Internacionales

CESA - Colegio de Estudios Superiores de Administración

MBA

Carleton University

Comunicación y Medios

Pontificia Universidad Javeriana

Perfil en Mentes a la Carta

https://mentesalacarta.com/conferencistas-capacitadores-coaches/daniel-palis