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## MERIDITH ROJAS

Meridith Valiando Rojas is the Co-Founder and CEO of DigiTour Media, the largest producer of live events featuring social media talent. In her role as CEO, Valiando Rojas has overseen the production of over 750 live events and hundreds of thousands of tickets across the United States and abroad and has helped to launch the careers of top digital talent. DigiTour has emerged as one of the fastest growing teen media brands out there today. She's been recently hailed as a 'digital media mogul' by *Variety* and named to both the *Variety* 2017 and 2016 Power of Women Impact Reports and the 2015 30 Digital Entertainment Execs to Watch. As well as named one of 2017 *Adweek's* Young Influentials. *Forbes* has touted Valiando as "Bringing YouTube to Concert Halls." She was also named as one of *Cosmopolitan's* 2015 50 Fun and Fearless Women and has received the Synopsis Digital 2015 and 2017 Top Women in Digital Awards. In 2015, Viacom acquired a significant minority stake in the company along with additional investments from LionTree and Slow Ventures. Other investors include Ryan Seacrest, Advance Publications, Inc., the parent company of Condé Nast, Guy Oseary, and Ben Silverman.

In 2017, she and husband Chris Rojas partnered with Disney to form a digital first record label for the new generation, RMI. Valiando Rojas was tapped as an advisor to new Bauer publication and J-14 offshoot, "*Teen Boss*" magazine. She is a frequent speaker on digital entertainment and influencer marketing and has emerged as one of the most sought after thought leaders on the subject of Gen Z. Valiando Rojas' first book "*Selfie Made: Your Ultimate Guide to Social Media Stardom*" comes out October 2018 by St. Martin's Press. Valiando Rojas is passionate about empowering leadership in young girls. She lives in Los Angeles with her husband and co-founder Chris, and their two daughters.