



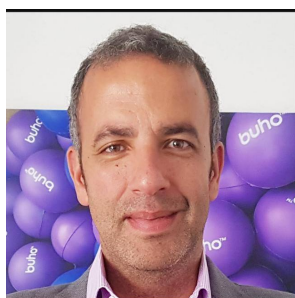
## (2) Election Manifesto and Personal Statement

### The Importance of an Election Manifesto:

We ask candidates standing for election as a Director for the AMEC Board to provide a Manifesto / personal statement outlining why you feel you can contribute and what you intend to bring to the Board during a two-year Term of Office if elected. We are looking for members who will commit to be active and wherever possible be supported by the resources of their own company. If a Ballot is necessary, the Election Manifesto and Personal Statement will be circulated to members to help them vote.

Thank you.

**Name of candidate: CARLOS VILLA**



**Name/Title/Company here: CEO buho Media**

**I ask the AMEC membership to vote for me and support my candidacy to become a Director of the AMEC Board.**

**Using my business experience these are the areas I believe AMEC needs to focus on and which would receive my support:**

- **AI and Machine Learning trends applied to media evaluation.** For the past two years we have incorporated ML and NLP into our operation. We have used this technology to become more human, become a better member of our customer team, and provide better recommendations based on larger and smarter amounts of data. I will do my best to share this knowledge with all of the AMEC members.
- **Internal communications measurement.** Does internal communication reflect the company culture and values? During the last 18 months, our innovation team has designed a methodology to effectively measure internal communications. This methodology has been shortlisted for the 2021 AMEC awards on the Innovation award for new measurement methodologies categorie.
- **Integration with more sources of information,** all of them related to the AMEC Framework. Such as digital communities, digital focus groups, reputation methodology, semi structured interviews, money invested in communications from companies.

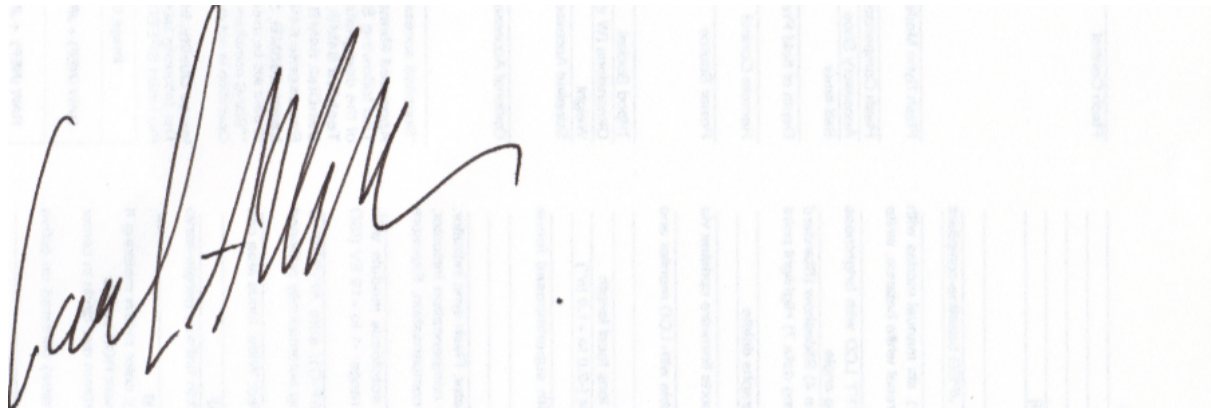
**What I would bring to the AMEC Board. (Candidates can reference initiatives and contributions they have made to the media intelligence sector.)**

## (2) Candidate Manifesto statement for the position of AMEC Director on the 2020 Board

During twelve years I have led a team of more than 60 professionals that are able to publicize the importance of measurement and evaluation in an emerging market such as the Latinamerican one. We have successfully worked as an important team member of our customers, bringing them clarity with objective data that guide their decision making. Our team constantly innovates in new ways to bring value to our customers.

These past challenging years have brought new opportunities for us. Our team adapted successfully to these circumstances and have developed new products that became three independent business units. Internal communications measurement, a new reputation framework methodology, and an innovation business unit helping our customers to improve their internal innovation processes.

I am looking forward to sharing this experience with all the AMEC members and learning from similar experiences that the other board members will bring to the board.

A handwritten signature in black ink, appearing to read 'Carl Alvarado', is written over a background of faint, illegible text from a document.


Electronic signature:

Date 15/10/2021

(2) AMEC Nomination paper for election to the 2022 board:



## 2) NOMINATION FOR ELECTION TO THE AMEC BOARD OF DIRECTORS (BOD)

I wish to nominate <i>(name of nominee)</i>	<b>Carlos Villa</b>
in the Board category for <i>(please circle one)</i>	<b>Full</b>
as a representative of <i>(name of company)</i>	<b>buho Media</b>
Please indicate briefly the experience of the nominee that qualifies them for election to the Board:	I am the co founder and CEO of <b>buho™ Media</b> , a data-driven Storytelling and Strategic Communications consultancy founded in Colombia 13 years ago. <b>buho</b> is based in Colombia, South America, and 10 months ago we opened our offices in Mexico Citi. We work with customers based in <b>Colombia, Mexico, USA, Chile and Spain</b> . buho has been a Full Member of Amec since 2015. I have led a team of more than 80 professionals that are able to publicize the importance of measurement and evaluation in an emerging market such as the Latinamerican.
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	<b>Attached</b>
Nominee has given their consent <i>(please circle)</i>	<b>Yes</b>
My name is	<b>CARLOS VILLA</b>
I am the representative of the Member company or individual named here:	<b>buho Media</b>
Date	<b>10/15/2021</b>
Signed	

**(2) AMEC Nomination paper for election to the 2022 board:**

**Please email completed nomination forms to [juliewilkinson@amecorg.com](mailto:juliewilkinson@amecorg.com) to arrive not later than Friday 15 October, 2021 by midnight in your respective time zone.**

Johna Burke  
**AMEC Global Managing Director**  
V230921