

(2) AMEC Nomination paper for election to the 2021 board:



2) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	CARLOS VILLA
in the Board category for <i>(please circle one)</i>	Full
as a representative of <i>(name of company)</i>	buho Media
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	buho™ is a data-driven Storytelling and Strategic Communications consultancy founded in Colombia 12 years ago. I am the cofounder and CEO. We are based in Colombia, South America, with customers based in Colombia, Mexico, USA, Chile and Spain. We have been Full Members of Amec since 2015. 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.
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>	Attached / to follow separately
He/she has given their consent <i>(please circle)</i>	Yes / No / N/A as self-nominating
My name is	CARLOS VILLA
I am the representative of the Member company or individual named here.	buho Media
Date	20/11/2020
Signed	

(2) AMEC Nomination paper for election to the 2021 board:

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Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Friday 20 November, 2020 by midnight in your respective time zone.

Johna Burke
AMEC Global Managing Director

V261020



(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:

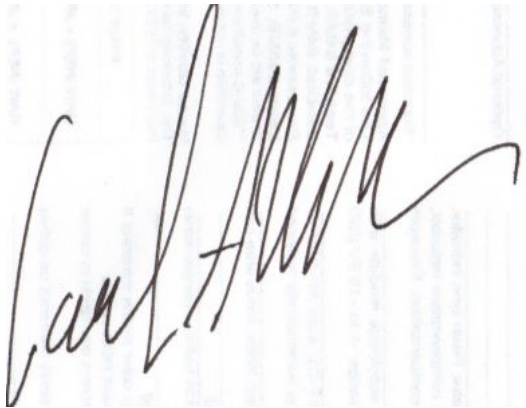
- Education to relevant stakeholders on the importance of measurement. Webinars with success cases. Conversation between members and their customers, on a monthly basis in the AMEC chapters.
- Integration with more sources of information, all of them related to the AMEC Framework. Such as digital communities, digital focus groups, reputation methodology, semi structured interviews, money invested in communications from companies.
- Internal communications measurement. Do internal communication reflect the company culture and values?
- Machine Learning trends applied to media evaluation.

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

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

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

with objective data that guide their decision making. During these challenging months of 2020, our team was able to stay relevant for our customers, integrate new sources of data to the analysis that help them to understand in a better way their audiences, generating a 47% percent growth compared to the previous year.

A handwritten signature in black ink, appearing to read 'Carl Allen', is written over a background of faint, repeating text from a document. The signature is fluid and stylized, with a long horizontal stroke at the end.

Electronic signature:

Date 20/11/2020