

talent bios

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José Suárez

President and General Manager, "Telemundo 33 Sacramento / KCSO"

José Alberto Suárez is the President and General Manager of the Telemundo stations in Fresno (KNSO), Sacramento (KCSO), and Utah (KULX), the NBCUniversal-owned television stations that serves Spanish-speaking audiences in these markets. Suarez leads all station operations including news/digital, sales, marketing/promotions, human resources, community affairs, and technology/operations.

With more than 20 years of local television experience, Suárez has worked for television stations in Florida, Ohio, New Mexico and Texas. Before being named President/GM of KNSO, KCSO and KULX, he worked as President/GM of Telemundo 60 / KVDA, where he transformed Telemundo 60 into a multi-platform local news station, and a strong local business by fostering a work culture of teamwork and innovation.

Before his success at KVDA, Suarez worked at NBC 6 / WTVJ, where he worked as Director of Creative Services and Local Programming, Executive Producer for the station's local weekday entertainment show 6 in The Mix, and as an Executive Producer for NBC 6's local weekday newscasts. While at NBC 6, Suárez successfully led the station's marketing, sales promotions and integration and community outreach teams to create unique and dynamic marketing and on-air promotional materials in English and Spanish-language to meet the South Florida market's demographic demands.

Before joining NBC 6, Suárez worked at the Telemundo Station Group as Director of Digital Platforms, where he was responsible for managing the online editorial content for Telemundo-owned stations all across the country. Before this, Suárez worked as Director of Digital Media for NBC 6 and Telemundo 51 Miami / WSCV and played a pivotal role in creating content that helped promote the stations' news properties and other entertainment and consumer platforms. Before joining NBCUniversal, Suárez worked as News Director for CW South Florida / WSFL, Fox Toledo / WUPW and NBC 3 San Angelo / KSAN.

An award-winning journalist, Suárez has received numerous accolades including a Suncoast Chapter Emmy® award for "Outstanding Station Promotion Image" for his work at NBC 6, three Cleveland chapter Emmy® awards for "Outstanding Daily Newscast" (Market 41+), and numerous Associated Press awards for his work at Fox Toledo / WUPW.