

House Resolution 1038

By: Representative Marin of the 96th

A RESOLUTION

- 1 Recognizing and commending Ivan Shammass; and for other purposes.
- 2 WHEREAS, Ivan Shammass is a Latinx professional with over 25 years of regional, national,
3 and international management and relationship experience in media, telecommunications,
4 and marketing; and
- 5 WHEREAS, he is a bilingual and bicultural media executive experienced in leading premier
6 Spanish-language television stations that provide award-winning local news and
7 programming to the expansive Latinx population; and
- 8 WHEREAS, he was part of the original team that helped launch Univision Atlanta WUVG
9 34 as a full power television station in the State of Georgia in 2001; and
- 10 WHEREAS, in 2013, he moved to Telemundo Atlanta WKTG 47 as the general manager
11 where he led and transformed a traditional television station into a first-class multimedia
12 company providing content, production, advertising, digital solutions, and Hispanic
13 engagement; and

14 WHEREAS, in 2022, he returned to his original broadcast television roots when he was hired
15 as the President and general manager of Univision Atlanta to oversee and be responsible for
16 all station activities including local and national advertising sales, local news, marketing, and
17 community affairs; and

18 WHEREAS, his proven track record of success and growth is evident through the various
19 roles he has held at Univision including account manager, director of sales, general manager,
20 president, and regional chief revenue officer, and under the recently formed
21 TelevisaUnivision, Inc., a United States Spanish-language broadcasting company, his role
22 was expanded to be the regional chief revenue officer, tasked with overseeing all revenue for
23 Georgia, Alabama, Tennessee, Kentucky, and the Carolinas; and

24 WHEREAS, in addition to his professional activities, he is very involved with his
25 community, serving on the boards of numerous charitable organizations such as the YMCA
26 of Metro Atlanta, the Georgia Hispanic Chamber of Commerce, the Atlanta Community
27 Food Bank, and Cristo Rey Atlanta Jesuit High School, among many others; and

28 WHEREAS, his multiple accolades include being recognized by *Atlanta Magazine* for the
29 fourth year in a row as one of their 2024 Atlanta 500 Most Powerful Leaders, as one of *The*
30 *Atlanta Business Chronicle's* Power 100, and as one of *Georgia Trend Magazine's* 100 Most
31 Influential People; being a recipient of the Atlanta Falcons Hispanic Heritage Leadership
32 Award presented by the NFL and the Hispanic Heritage Foundation and Georgia Hispanic
33 Chamber 50 Most Influential Latino Hall of Fame inductee; and receiving A Captain of
34 Industry Award from the Caribbean American Cultural Arts Foundation; and

35 WHEREAS, he currently resides in Brookhaven with his wife and three children; and

36 WHEREAS, it is abundantly fitting and proper that the outstanding accomplishments of this
37 remarkable and distinguished Georgian be appropriately recognized.

38 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
39 the members of this body recognize and commend Ivan Shammass and thank him for his
40 many contributions to his community and state.

41 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
42 and directed to make an appropriate copy of this resolution available for distribution to Ivan
43 Shammass.