



Steven Wolfe Pereira

Chairman and Co-founder, Encantos Media Studios

*Marketing, media and technology leader.
Diversity and STEAM champion.*

Steven Wolfe Pereira is the Chairman & Co-founder of Encantos Media Studios, PBC. Recognized by Adweek as one of the "50 Most Indispensable Executives in Marketing, Media and Tech" as well as one of the top Chief Marketing Technology Officers, Steven has over twenty years of experience at the intersection of technology, entertainment, advertising, media and marketing.

With Encantos, Steven set out to create a next-generation family entertainment and education company for the millennial, multicultural and mobile world of the 21st century. A purpose-led leader with a passion for diversity and inclusion, Steven wanted to create beloved family brands inspired by underrepresented cultures and to tell stories that would have universal appeal.

Steven currently serves as Chief Marketing and Communications Office at Quantcast, an AI technology company offering insights, advertising and measurement solutions for marketers and publishers. Prior to joining Quantcast, he was the Chief Marketing and Communications Officer at Neustar which was taken private by Golden Gate Capital. Before Neustar, he served as the Chief Marketing Officer of Datalogix which was acquired by Oracle.

Steven has also held executive roles at Starcom MediaVest Group (Publicis Groupe), Univision Communications and Akamai Technologies. He began his career in finance, focused on technology, media and telecom mergers and acquisitions, working at firms including The Blackstone Group, Salomon Smith Barney (Citigroup) and Violy, Byorum & Partners.

A student of how media and technology impact society, Steven is an active advocate of STEAM (science, technology, engineering, arts and math) education. An industry leader, Steven serves on various boards including those of the Ad Council, the Interactive Advertising Bureau (IAB) and the Kapor Center for Social Impact's Level Playing Field Institute.

A proud Dominican-American, Steven was born in Mt. Vernon, New York. He earned a B.A. from Tufts University, was a Fulbright Scholar and completed the Greater Boston Executive MBA Program at the Massachusetts Institute of Technology's Sloan School of Management.
