



Pedro Torres

Founder of the Production Company The Mates Group

He is undoubtedly one of the greatest figures in Mexican television and advertising. He began his career in stills photography and cinematographic photography direction after studying communication in Mexico, cinematography in London and colorimetry in Paris. He has made more than 100 documentaries and feature films galore as photography director; he has directed great commercials for national and international powerhouses like Ford Motor Company, Nissan, Volkswagen and Bacardi, among many others.

In 1978 he sets up his production company The Mates Group, which already has thirty years of successful career. There he does video clips for renowned artists such as Luis Miguel, Emmanuel and Julio Iglesias and at the same time theater and cabaret.

In 2000 Televisa summons him to found Endemol Mexico, company with which he launches unprecedented shows like Big Brother. He also produces other reality shows, interactive television and game shows. In 2007 he produces in Mexico *Mujeres Asesinas*, gathering a never-dreamt-of cast in Mexican television and making the series be a total blockbuster. Its success triggers a great second season.

After such overwhelming conquer in the area of television series, Fox International Channels invites him to co-produce the third season of the Latin-American *Tiempo Final* prime time, which shares air with top-notch series like *Dexter*, *Nip/Tuck* and *Prison Break*. Because of his long and vast career, at the beginning of 2009, the Ferrara Foundation invites him to participate as an advisor for the *En Nuestras Manos* project, achieving a great calling of renowned figures in advertising, TV, cinema and communications in favor of a cause supporting Mexicans in extreme poverty.

After more than 35 years of career and owner of the gift of making any product, brand, company, institution or character look fantastic on-screen, Pedro Torres is currently an undisputed main character in the entertainment world. In this Summit, apart from being a speaker, he will also be in his capacity as producer and businessman analyzing business opportunities.