

## Contact

[www.linkedin.com/in/vanessaotero](https://www.linkedin.com/in/vanessaotero)  
(LinkedIn)  
[adfontesmedia.com](https://adfontesmedia.com) (Personal)

## Top Skills

Sales  
Business Development  
Public Speaking

## Certifications

Patent Attorney

## Publications

How Much is Really at Stake?  
Damages Statutes Collide in  
Multiple-IP Litigation

# Vanessa Otero

CEO and Founder of Ad Fontes Media  
Westminster, Colorado, United States

## Summary

I'm the founder and CEO of Ad Fontes Media, Inc. We rate the news for reliability and bias. Our mission is to rate ALL the news to positively transform society. I started this company because I am the creator of the original Media Bias Chart, the viral image that prompted many lively discussions around the internet about where people get their news.

Prior to founding Ad Fontes, I practiced as an intellectual property attorney. My practice focused on patent prosecution, trademark prosecution, litigation support, and general IP counseling. I helped technology companies of all sizes acquire and strategically deploy their intellectual property. I graduated from the University of Denver Sturm College of Law in December of 2013, and have a B.A. in English from UCLA.

I went to law school part time while working in pharmaceutical sales. I have a total of 10 years of professional sales experience, including business to business, pharmaceutical, and direct sales.

I am interested in connecting with creative individuals in all kinds of professional fields.

---

## Experience

ad fontes Media  
Founder/CEO  
February 2018 - Present (6 years 8 months)  
Westminster, CO

Neugeboren O'Dowd  
Associate Attorney  
March 2014 - September 2020 (6 years 7 months)

We provide established and emerging companies with legal strategy and litigation to protect their intellectual capital

### Meda Pharma

#### Territory Sales Representative

February 2010 - January 2014 (4 years)

I promote specialty pharmaceutical products for the treatment of allergies to physicians in Northern Colorado.

### Nouveau Riche

#### Independent Regional Advisor

November 2006 - December 2010 (4 years 2 months)

I help people invest in real estate and achieve their financial goals.

### Adams Respiratory Therapeutics

#### Respiratory Sales Specialist

June 2006 - October 2007 (1 year 5 months)

Sold specialty pharmaceutical products to ENT's and primary care physicians within the Greater Los Angeles territory.

### Xerox

#### Agency Account Manager

October 2004 - May 2006 (1 year 8 months)

Territory Account Manager. Gained new business through lead generation and cold calling to business accounts. Managed existing accounts as well.

Went through Xerox's renowned "Client Centered Selling" program (formerly known as PSS and SPIN selling)

---

## Education

### University of Denver - Sturm College of Law

J.D. · (2010 - 2013)

### University of California, Los Angeles

BA, English · (1999 - 2003)

### Francis Parker School

### Landmark Education

