



Mtro. Marcelo García Almaguer

Semblanza

Marcelo Garcia is an author, speaker, and digital strategist who previously served as an Independent Congressman from Mexico. With over two decades of experience in communications, public policy, and electoral campaigns, his professional background spans across the media, government, and corporate relations sectors. Marcelo co-founded and is the Dean of Academia Política Digital, an accredited boutique university that prepares public servants to implement the next wave of digital transformation practices into action.

During his time as Congressman, Marcelo prioritized good policy over partisan politics, especially during the political turmoil in Puebla. He worked to get Public Health legislation signed into law unanimously during Covid-19 and visited more neighborhoods in three years than most congressmen do in two terms.

Marcelo has led the digital strategy for four gubernatorial races and actively participated in over a dozen campaigns. He was recognized as "Political Consultant of the Year" by Campaigns & Elections Mx for introducing a progressive digital agenda that revolutionized the way candidates communicate with citizens.

Marcelo is originally from Monterrey, Mexico, and earned his bachelor's degree in International Relations from Boston University. He pursued a master's degree in Political Communications from Emerson College, graduated from the Kennedy School of Government at Harvard, and most recently completed a Professional Certificate in Cybersecurity from MIT. He is also the head of the Center for Digital Ethics, where he advises governments on tackling infodemia and disinformation to protect the public's trust and ensure the integrity of the digital space.

Marcelo is the author of the bestselling books *Crisis Viral* and *Movimiento Digital*, which are go-to sources for professionals seeking guidance on crisis management and creating grassroots movements in the digital era. He is currently working on his upcoming book *Gobernanza Digital*, set to be released in January 2024.



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