



Academic Degrees

- PhD in Communication, Universidad de Navarra.
- Master's in Communication Sciences, Universidad de Navarra.
- Executive MBA, IPADE Business School.
- Master's in Journalism, Universidad de Navarra.
- Bachelor's in Communication Sciences, Tecnológico de Monterrey.

Managerial Background

- CEO, Grupo MarkComm, México.
- CMO, Grupo Gonher.
- Marketing VP, Seguros Comercial América.
- Financial Communications Manager, Grupo Vitro.

Professional Activities

- Marketing coach and thinking partner.
- Professor at Tecnológico de Monterrey.
- Professor at Universidad de Monterrey.
- Guest professor at Universidad Pontificia de Salamanca.
- Guest professor at Universidad de Navarra.
- Member of the Board, XE Brands.
- Member of the Board, Nartex Labs.
- Member of the Board, Colegio Superior Sophia.

Publishing

- Zubieta Peniche, P. A., & Mena Seifert, R. (2019). *Felicidad profesional: Logra la mejor versión de ti*. EIUNSA (Madrid).

Awards

- Mexican Market Star, by *Expansión Magazine*.
- Winner of the Reed Latino Award for Best Government Digital Campaign.

Areas of Interest

- Marketing strategy
- Internal marketing
- Sales force marketing
- Well-being and mental health
- Social media responsibility in education and social change
- Purpose-driven marketing