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Marco V. Herrera is the founder and CEO of Grupo Public, a Mexican firm specializing in public relations and communications. He is a consultant for matters pertaining to communications, public affairs and crisis management for multinational companies and international organizations in Latin America.

Herrera is a member of the World Research Committee for the Public Relations Institute, and a member of the committee that drew up the Global Alliance Stockholm Accords. He has been the President of the Mexican Association of Public Relations Professionals (PRORP, in Spanish), and Vice-President of the Confederation of Marketing Communications of Mexico (CICOM, in Spanish), in addition to holding the position of Director for MasterCard Mexico and various positions in diverse Mexican financial institutions. As Director of Research for *Universidad de la Comunicación*, Herrera published the essay "The effects of communications in the 2006 election of Mexico". Herrera obtained a Bachelor's Degree in Advertising by the *Universidad de la Comunicación* in Mexico.

He studied diploma courses in Political Analysis and in Public Policy at the Center for Research and Teaching Economics (CIDE), and a diploma course in Political Communications and Electoral Marketing at The Graduate School of Political Management, George Washington University. Herrera writes an editorial in the *El Financiero* newspaper and collaborates with various media channels as a political and communications analyst.