



Juan José García (Faculty Leader)

Director of Marketing & Sales

Barceló Congressos

A native of Barbate, located in the province of Cadiz (South of Spain), Juan José has an extensive experience of more than 26 years in the meetings industry. Career-wise, Juan José holds an MBA degree and is highly skilled in project management. He joined the PCO business in 1987 and he held various positions within the sector until he settled in his current position as Director of Sales and Marketing of Barceló Congressos, one of the leading PCO's in Europe and Latin America. Besides the mentioned skills, he is an expert and professional consultant in business development, business strategies, planning and management of bids, destination marketing as well as association management. Juan José is best described as dynamic, inspirational, energetic and passionate about excellence and his impact on audiences. He delivers relevant, current and meaningful presentations with comprehensive content that is both easy to understand and implement.

Areas of expertise: Marketing & sales, advanced research, business development, business strategies, planning and management of bids, marketing solutions & association management