



José Vicente García Santamaría

Current Position:

- Associate (Tenured) Professor of Communication at University Carlos III, Madrid (Spain).

Education:

- PhD in Communication, Universidad Rey Juan Carlos, Madrid (Spain)

Previous Academic Positions:

- Director of the Master's Degree in Corporate Communications at University Carlos III, Madrid.
- Adjunct Professor of Communication at University Carlos III, Madrid.
- Lecturer in Journalism and Film Studies at Universidad Complutense, Madrid.
- Visiting Professor at Institut Française de Presse (IFP, Paris); Università di Perugia (Italy), Università Lumsa (Roma), and Sheffield University (UK).
- Researcher for R&D National Projects funded by the Spanish Ministry of Innovation.

Professional Career:

Before becoming an academic, I worked as a political correspondent at the Spanish Parliament, and as a consultant in marketing communications. As a public relations professional, I was the Head of Communication of the Instituto de Crédito Oficial, Head of Communication of BBVA España and Member of Board of Directors of uno-e (an online banking).

Publications:

I have authored several monographs, coordinated research volumes, and published 40 book chapters and more than 50 articles in peer-reviewed academic journals. I research on the development of the media system, corporate communication and audiovisual marketing.