

# Alfonso Méndiz

Rector  
of the Universitat  
Internacional  
de Catalunya

from 1 September 2021

**DATE OF BIRTH**  
Barcelona, 21 July 1961

**CURRENT TEACHING  
CATEGORY**  
Full professor

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## BRIEF CV

He holds a pre-EHEA undergraduate degree and doctoral degree in information science from the University of Navarra, and was awarded a distinction in both cases. He also holds a postgraduate degree in production for motion pictures and television from the University of California - Los Angeles (UCLA). During his time in California, he worked as an intern at a production studio run by Jerry Ziesmer, assistant director to Francis Ford Coppola.

He was awarded an FPI Grant by the Ministry of Education and Science (1985-1989). He worked as a lecturer in the Faculty of Communication of the University of Navarra (1985-1993), where he was appointed assistant director of the Department of Culture and Audiovisual Communication (1990-1993).

In 1993, he was awarded a position as interim senior lecturer at the University of Malaga following a merit-based competition. In 2000, he was assigned the position of senior lecturer after taking the official national exams (*oposiciones*), a position he held for the next fifteen years (2000-2015). During those three five-year periods he was elected to the positions of faculty secretary, secretary of the Department of Audiovisual Communication and secretary of the Audiovisual Communication and Advertising Teaching Office.

In 2015, he was appointed dean of the Faculty of Communication Sciences at UIC Barcelona, a position he held until September 2021, when was named rector of the University. In November 2015, he obtained accreditation as a full university professor by ANECA and in May 2016, he defended his position as full professor at the Universitat Internacional de Catalunya.

He has undertaken research stays at the Hebrew University of Jerusalem (Israel, July-August 2009), the University of La Sabana (Colombia, August 2010), and the Catholic University of Milan (Italy, July-September 2011).

He has published eighteen books, for twelve of these he is the sole author, and the remaining six he contributed to as an editor or co-author. These include publications on film and advertising such as *El arte de la adaptación* (1993), *Modelos de consumidor en la publicidad* (1996), *La industria audiovisual y publicitaria en Andalucía* (1999), *Publicidad, Comunicación y Marketing en Internet* (2002), *Publicidad, Educación y Nuevas Tecnologías* (2003), *Cómo se hicieron las grandes películas* (2005, 2nd ed.), *Falsedad y Comunicación* (2007), *Nuevas formas publicitarias* (2007, 3rd ed.), *Jesucristo en el cine* (2009), *Los valores en la publicidad* (2010), *Historia de la Publicidad* (2013), *Teoría de la Publicidad* (2013) and *Hacia dónde va la Publicidad* (2023).

In addition, he has published more than 120 scientific articles, book chapters and monographs. According to Google Scholar, he has accumulated over 2,100 citations and is the second most cited Spanish-speaking researcher in the field of Entertainment Marketing and number six in Audiovisual Communication. He has an H-Index of 20 and an i-10 index of 39.

He is founder and president of AUPEMEC, the UNESCO Association for the Promotion of Ethics in the Media.

He is also an R+D+i project reviewer for various agencies, such as the Spanish National Evaluation and Prospective Agency (ANEP) for the Ministry of Education and Science, the Quality Agency for the University System in Castilla y León (ACSUCY L) for the Regional Government of Castilla y León, and the Quality Agency for the University System in the Basque Country (UNIBASQ) in the Basque Government. He is also an academic reviewer for several prestigious publications.

He has supervised 32 doctoral theses, all of which obtained an Outstanding or Cum Laude qualification. Of those 32 doctoral students, 23 have pursued a career in academia and now work as lecturers at different public and private universities in Spain and Latin America.

