

Mr. Miguel Ángel Alva
Country Marketing Manager for Mexico and Colombia
Google Mexico

Miguel oversees Google's marketing strategy for Mexico since 2007. Since joining Google, Miguel has been in charge of relevant launches like YouTube, Google Maps and Chrome; as well as of key platforms like Esto Es Google, Conecta Tu Negocio and Google+ Fashion. As of 2013 he takes charge of Colombia's Marketing strategy.

Before joining Google he has collaborated with companies like Motorola, Kraft Foods or Sabritas (Frito Lay). He graduated from the Anahuac University with a bachelor's degree in Computer Sciences and holds a postgraduate degree in Marketing at the Monterrey Technologic Institute of Higher Education (ITESM).