



VNIVERSITAT DE VALÈNCIA



Joan Enric Ubeda, PhD

Director of the Office of the Rector

Director of Marketing & Communications

President of the Spanish Universities Audiovisual & Multimedia Communications Group (GCAM)

President of the Spanish University Audiovisual Professionals Association (APAU).

Public Officer, he is member of the Professional Board of Staff Directors at the University.

Doctor in Marketing. *Licenciado* (5-years degree) in Economics, *licenciado* in Marketing Research, Postgraduate (2-years degree) in Marketing and Master in Audiovisual Content & Formats.

Prior to this position Dr. Ubeda served as Head of Corporate Marketing at the Web & Marketing Unit of the University of Valencia. Previously he served as senior advisor to former rectors Dr. Esteban Morcillo and Dr. Francisco Tomás.

Dr. Ubeda has been member of the Executive Council, Governing Council and Senate of the University of Valencia. He was member of the Economics Committee, too. Joan E. Ubeda was also member of the Board of the Faculty of Economics & Business and the Faculty of Economy. In both schools served as vice-dean.

He has been professor at the Department of Economics Analysis of the University of Valencia and at the Department of Economics and Social Sciences of the Polytechnic University of Valencia.

Joan E. Ubeda has been member of the Board of the General Foundation of the University of Valencia, and the Board of the company *Gestió de Projectes Universitaris FGUV, S.L.*. He also was member of the Board Council of the Institute of Culture and Youth in Burjassot, a city located in Valencia metropolitan area. Dr. Ubeda was Project Evaluator at AGAUR, the Catalanian Government Agency for the Management of Research and University Assistance.

Dr. Ubeda is the author of many book chapters and academic issues. His research is focused in public and political marketing and communications, as well as the study of the business models and institutional communication in the audiovisual sector.