



Juan José García, MBA, CICE
Global Chief Sales & Marketing Officer
BCO Congressos

Juan José is a distinguished and passionate professional with over 37 years of extensive experience in the business events industry. His unwavering dedication and exceptional expertise have established him as a leading figure in the field.

Academically, Juan José holds an MBA and is a highly skilled project management professional. He began his career in the PCO (Professional Congress Organizer) business in 1987, progressing through various key roles until assuming his current position as Global Chief Sales & Marketing Officer at BCO Congressos, the congress division of Grupo Barceló. Under his visionary leadership, BCO Congressos has evolved into a globally recognized brand in meetings management, association management, and business events consulting.

Juan José is also a senior consultant specializing in business development, strategic planning, bid management, destination marketing, and association management. His broad expertise makes him a valuable asset in driving business growth and innovation.

In addition to his industry roles, Juan José has significantly contributed to the International Congress and Conventions Association (ICCA), serving as 1st Vice-President and Treasurer from 2010 to 2018. He is also one of the instructors and authors of the ICCASkills program launched in 2021, underscoring his commitment to nurturing the next generation of industry professionals. His work with ICCA has allowed him to gain deep insights into the organization's needs and shape its future direction.

In recognition of his outstanding contributions, Juan José was awarded the "Best Event Organizer" by the Spanish Association of Hotel Managers in 2009, further solidifying his reputation as a leading authority in the business events industry. His ongoing dedication to knowledge dissemination and industry development highlights his enduring impact on the field.