

*Enterprise Analytical Management*  
*Transformando el negocio en la era de la revolución digital*  
*Business Transformation in the New Era of the Digital Revolution*

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**Marcos García March**

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Marcos García March holds two Bachelor of Science undergraduate degrees, in Economics from CUNEF Universidad Complutense de Madrid, and in Political Science from UNED in Spain, and earned his MBA from Stern School of Business at New York University. He has developed his career around the insurance industry and has direct experience in operations, sales and business development, technical areas, technology and strategy in MAPFRE Brazil (insurance), Indra (tech) and MAPFRE Spain (insurance).

Since January 2019 he is the CEO at Verti Seguros in Spain, a MAPFRE Group insurance company focused on direct and digital insurance. His previous position was CEO of Verti Insurance in the United States, where he launched the company from scratch.