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“The Birth of Brain Media and Infotainment”



Ramon Alberto Garza
President of Montemedia and Indigo consulting firms in Mexico

Garza began his media career as a journalist with El Norte, the major newspaper for the state of Nuevo León and Monterrey, Mexico. He was promoted to editor-in-chief at age 26 and held that position for 18 years. As editor, he founded Infosel, Mexico's first dialup service to distribute financial information and business news via the Internet. In 1993, under Garza's leadership, El Norte started publishing in Mexico City with the name Reforma. In less than four years, Reforma surpassed El Universal and Excelsior in circulation in Mexico City, leading Garza to launch the Reforma Group and publish El Norte in Saltillo with the name Palabra and in Guadalajara with the name Mural. The four newspapers and Infosel were consolidated into a company called Grupo Infosel. Garza briefly left the company to become vice president of the publishing division of the television network Televisa. He returned to Grupo Infosel in 2002 to direct El Universal.

In addition to being president of Montemedia, Garza owns Indigo, a company dedicated to politics consulting. He created two online magazines, "Indigo Report" and "Think Indigo." In 1996, Garza received a Maria Moors Cabot Prize from the Columbia University School of Journalism. The Cabot Prizes are given to journalists who have demonstrated exceptional reporting and evidence of commitment to important stories over the course of long and distinguished careers, have made a sustained contribution to inter-American understanding through their coverage of the Americas and have taken an active role in upholding freedom of the press in the Americas.

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