

ARIOSTO MANRIQUE



 **Testa Marketing®** Founder and Director.
Investigación de Mercados

Market research firm, ranked top 50 in Mexico.

 **BlueBox®** Partner.
Ventures

Corporate accelerator handling global companies such as Cinépolis, Alestra-Axtel, Volaris, and national organizations like Consejo Nacional Agropecuario, Coparmex, among others.

 **32MKT™** Partner.

Advertising firm focused on the binational US/MEX market.

PUBLICATIONS AND CONFERENCES

Ariosto writes a weekly column in Frontera and La Crónica, both prestigious regional newspapers. He also has published several articles in specialized magazines like Alcaldes de México and Entrepreneur.

Has been invited as speaker to several universities and organizations to address leadership, entrepreneurship and marketing topics. Some of the countries are Peru, Spain, Switzerland, Taiwan, El Salvador, Canada, Colombia, Honduras, Portugal, Jamaica, Belgium, United States, and others.

Ariosto is constantly invited as a visiting professor at CETYS Universidad Business School's MBA program.

PUBLISHED TWO BOOKS

Mona y la Magicaja

Is the first spanish-authored book designed to help parents build entrepreneurial skills in their children.

 iTunes

 Amazon

Cómo nos ven

An analysis on how mexican politicians look at citizens engaged in civic participation.

 iTunes

 Amazon



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FORMACIÓN ACADÉMICA



**United States International
University. San Diego.**

MBA, Master in Business Administration, (2003)



**Universidad Autónoma de
Guadalajara.**

BA in International Marketing. (1999)



IPADE Business School. México D.F.

Certified course in Leadership. (2014)



**Instituto Tecnológico de Estudios
Superiores de Occidente ITESO.**

Certified course in political marketing and campaigns. (2000)



San Diego State University.

Certified course in Administration. (1999)

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COMMUNITY AND SOCIAL ACTIVITIES

Ariosto was President of Coparmex's Young Entrepreneurs national board and President of CIJE, the Iberoamericana Young Entrepreneurs Confederation. During those years he represented Mexico in several funds and organizations in Washington, Europe and Latin America such as the Organization of American States and the Inter America Development Bank.

Recently he participates as member of the Mexican delegation at the International Labour Conference held yearly in Geneva, Switzerland, as part of the continuing discussions in Youth Unemployment and SME's.

He now volunteers as Chair of the Education Committee in Tijuana's Development Council.

In the past he participated as member or advisor in some of the following organizations:



Tijuana Independiente, Fundación Fronteras Unidas Pro-Salud, Tijuana Opina, Tijuana Renacimiento, Patronato Amigos del Centro Cultural de Tijuana, Consejo Ciudadano por la Transparencia y Combate a la Corrupción, Sociedad en Movimiento, among others.

SHORT BIO

Ariosto Manrique is a marketing research specialist with more than 15 years of expertise. Deeply involved in the Latin-American entrepreneurial ecosystem. He is a leader and promotes and helps build young entrepreneurial organizations all over the continent.

Manrique has been invited to participate as speaker, mentor and advisor for many universities and global organization such as Endeavor, TEDx, the Inter-American Development Bank, the Organization of American Sitates and the International Labour Organization.

Co-Author of the illustrated children's book "Mona y la Magicaja", the first spanish-authored book designed to help parents build entrepreneurial skills in their children.

Ariosto is CEO of Testa Marketing, ranked top-50 among market research firms in México. He is also partner of 32MKT advertising agency and BlueBox corporate accelerator.

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