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Mónica Figuerola Martín

Teaching areas:
Economics

Email:
mfiguerolam@nebrija.es

She holds a Degree in Law (Universidad Autónoma de Madrid), a Master in Marketing, a Master in Hotel Management and a PhD Cum Laude in Tourism from Universidad Nebrija. In the public sector, she has been General Director of Tourism in the Government of La Rioja for 12 years and, she has been working in different Commissions in the Spanish Ministry of Tourism. As an international expert in Medical Tourism, she worked in Quironsalud since 2018 and was General Director of Spaincares for 2 years (Spanish Health Tourism Cluster).

In the private sector, she has held various management positions in the corporate marketing area in different Spanish Hotel Chains (Barceló Hotels & Resorts, Green Hotels, etc.). Also in the private sector, she has been a strategy consultant for the public sector at PricewaterhouseCoopers and lately she has been working for the Chinese OTA CTRIP. Her field of expertise is tourism and marketing with a focus on China, health tourism and tourism and public policy.

She is co-founder of Thinkers (Think Tank related to digital economy) and coordinated for three years the International Area of the “Economy & Health Foundation”. Regarding the Certification area, since 2016 she is the Coordinator of the “ISO WG2 Health Tourism Services”.

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