

Antxón Sarasqueta González

Antxón Sarasqueta González is a journalist, writer, researcher, and consultant in the field of Information Technology and Communication (ICT). He has devoted over 30 years to these activities. He is founder and CEO of Media Capital, a consulting firm that was founded in 1992, and he pioneered the field of measuring information (infometría).

He has published more than six thousand articles and 14 books. In 1998, he taught his theory of the new dimension of information as intangible material in summer courses at the Universidad Complutense. He then published his research under the title 'VAC: Value Added Communication.'

He has 20 research and communication projects, including "Digital Village," which has been implemented in 2,500 rural schools throughout Spain. He is a member of the Editorial Board of the newspaper, *La Gaceta de los Negocios*, and the liberal magazine *New Magazine*. With INCIPE, he is a member of the Boards of some leading institutions of international politics, like the Atlantic Partnership, and the New Atlantic Initiative foundation integrated in the American Enterprise (Washington).

Antxón Sarasqueta is a member of the Social Council of the UCM, where he chairs the Commission of Convergence of European Higher Education.