

JULIO
LIGORRÍA





Julio Ligorria Carballido, was born on February 19, 1956 in Guatemala city. He was the extraordinary and plenipotentiary Ambassador of Guatemala to the government of the United States of America from September 2013 to November 2015.

He has been an international consultant expert in crisis management for more than twenty-five years, President and founder of the consulting company Interimage Latinoamericana, S.A. of which he has been his only partner, dedicated to provide consulting services in communication and public affairs to governments and multinationals in the Latin American area.

FAMILY



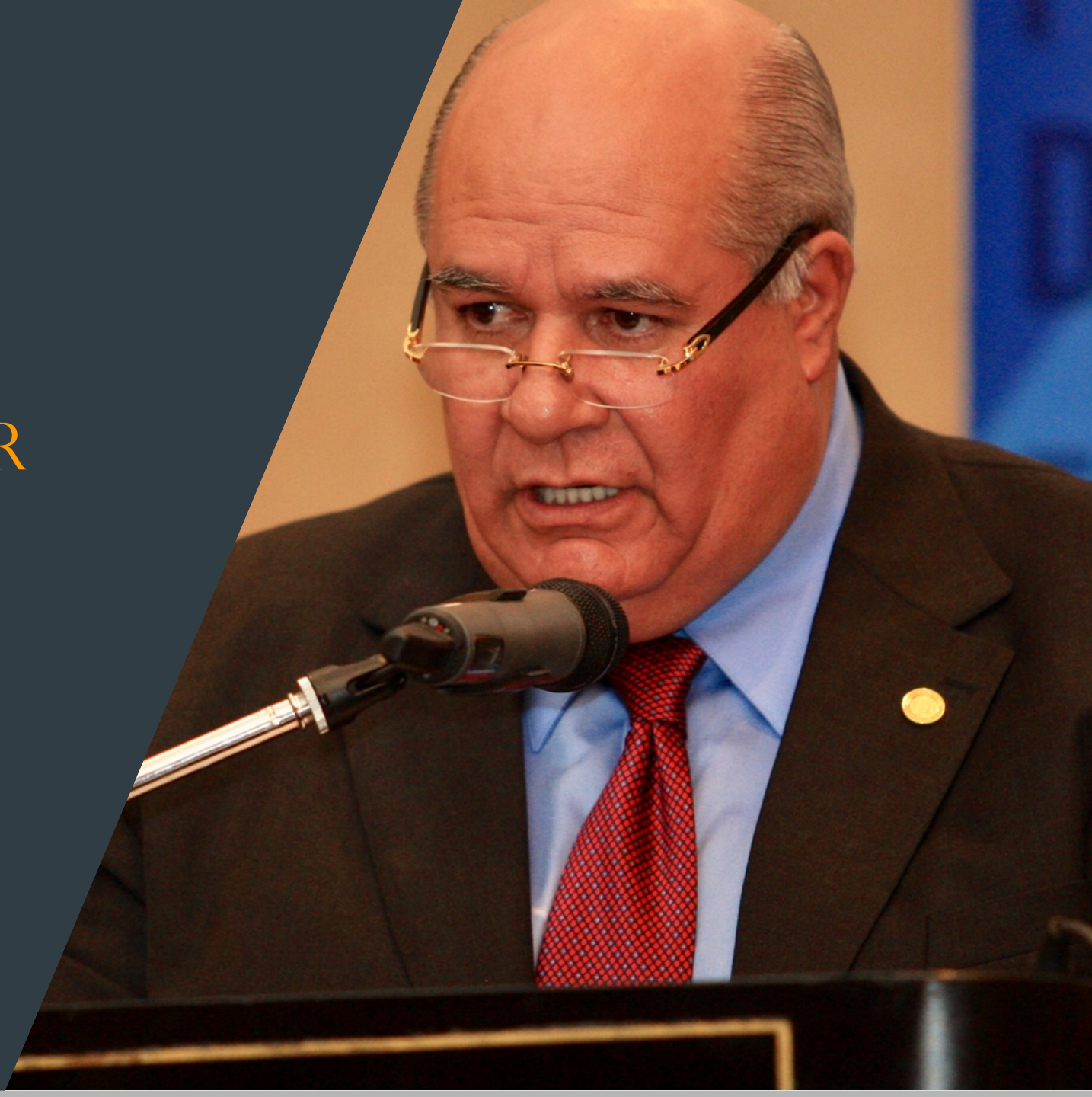


Son of Julio Romeo Ligorria Guzmán and Amada Carballido de Ligorria. Both father and grandfather of Ligorria dedicated themselves to commerce and industry in his native city of Quetzaltenango and later in the capital city of Guatemala.

The Ligorria family in Guatemala is recognized as a middle class family, made up of liberal professionals and successful traders.

In 1979, Ligorria Carballido married Elizabeth Bianchi Toriello (1958-2008) with whom he had 3 children (2 female and 1 male) 5 years after the death of his first wife. In 2013, he formalized his relationship with María Olga Quezada Niederheitman, specialist psychologist in logotherapy and mother of 5 children (2 female and 3 male).

CARRERAR





Julio Ligorria, was a CEO of the Guatemala Management Association from 1979 to 1983. In 1982 during the dictatorship of General Romeo Lucas, with a group of four Guatemalan businessmen and with the purpose of stimulating the democratic winds in Guatemala, Ligorria created and organized the first Civic Forum in the history of the country of candidates for the presidency, which over the years was institutionalized as the presidential forum called "Civic Night" of the Guatemala Management Association.

From 1984 to 1988 he was Executive Vice President of the Chamber of Free Enterprise. In 1987 he was a member of the Advisory Committee of the International Center for Private Enterprise, attached to the United States Chamber of Commerce, based in Washington, D.C.

Julio Ligorria became independent as a consultant in 1985, founding his own company, first national and then international consulting firm.



He has been strategic design consultant for eleven presidential candidates in Latin America, highlighting his work as a crisis adviser to the president of Guatemala Ramiro de León Carpio who, upon leaving power, reported a national popularity rate of 82%, then consulting in electoral strategy lent to Alvaro Arzú in the critical second electoral round of 1995 with which he won the presidency of the country.

In 1993 he was a consultant to the Chancellor of Guatemala to present the relaunch of the peace negotiations plan with the Guatemalan guerrillas before the United Nations and before the North American press.

Throughout time, Ligorria became one of the most recognized specialists in crisis management in Latin America, a discipline to which he has devoted more than twenty years and on which he has written multiple essays and a book.

In the area of crisis management where private assets have been at risk, Ligorria is responsible during his career in this discipline for the defense and rescue of more than 7 billion dollars of assets belonging to his clients.



*In 2011, he was the producer and host of the **DESTINO 2011** television debate program during the entire Guatemalan electoral process that year, where he interviewed intellectuals, businessmen, academics, former guerrillas leaders, and all candidates for the Presidency of Guatemala.*

He has been a recurring guest to analyze the current situation and the Latin American reality through CNN en Español, NT24 in Colombia and UNIVISION.

In 2013, he accepted the appointment of Ambassador of Guatemala to the Government of the United States of America.

THE
EMBASSADOR





Because his political experience and his skills in crisis management he was appointed Ambassador from Guatemala in United States. During his mission in Washington, D.C. the humanitarian crisis of unaccompanied minors that reached the southern border of the United States from the countries of the Central American North Triangle was unleashed (64 thousand only in 2014).

Ambassador Ligorría led the team of the Guatemalan Embassy and worked with his colleagues from El Salvador and Honduras, prioritizing the agenda of the migrant issue, which served to coordinate efforts and to cooperate with the United States, which led after up to one year,

the number of unaccompanied minors detained at the border will drop considerably, better treatment will be given to detained migrants and their rights will be respected.

Ligorría had under his responsibility the political representation of Guatemala in Washington, D.C. during this crisis and during Guatemala's political crisis in 2015, directing the approaches of the Government of Guatemala with the White House, the State Department, the Department of Homeland Security, the Department of Health and Human Services and the Department of Defense, among others.



He was also in charge of the relationship with the Congress of the United States of America, which during his administration allocated US \$ 750 million to the Budget of the State Department to support the implementation of the Alliance for Prosperity Plan in the North Triangle of Central America.

Other events highlighted during his tenure:

- Guatemala and the United States agree to Integrate the Guatemalan army into the Latin American high level group for defense issues. In the group participate Mexico, Colombia, Brazil. Peru and Chile*
- The mandate of the International Commission Against Impunity in Guatemala (CICIG) of the United Nations Organization, financed in a large part by the United States of America, is renewed.*

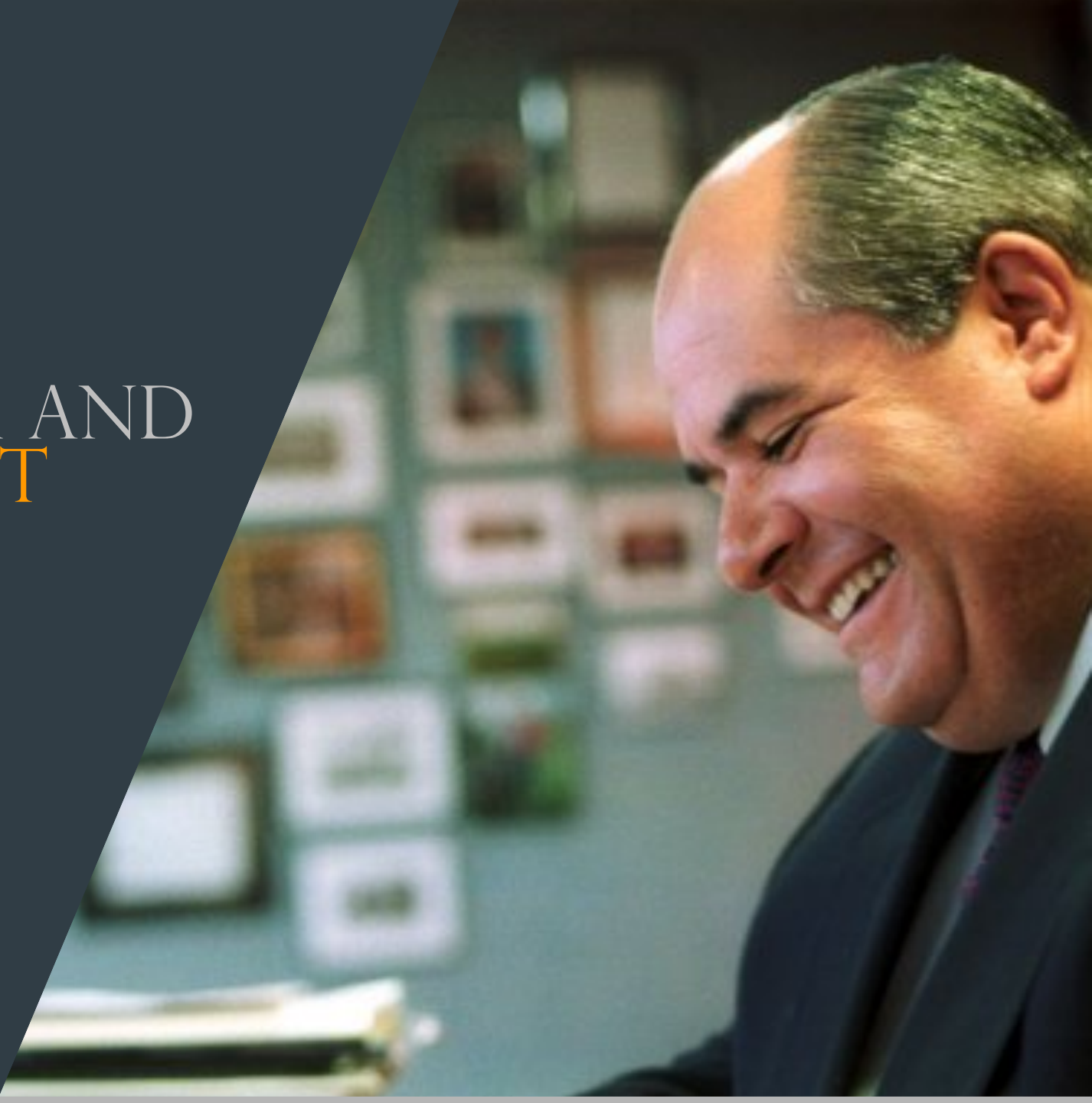
For the administration of the crisis of unaccompanied children in the summer of 2014, Ambassador Ligorría was awarded the month of October 2015 by the magazine Campaign & Elections with the 2015 REED LATINO prize for the best crisis management of 2014 in the hemisphere.



In 2016, the Business Council of Guatemala, designated him "Leader of the Year" along with Attorney General Thelma Aldana, the mayor of Guatemala City and former President Alvaro Arzú and the iconic judge Miguel Angel Galvez among other distinguished guatemalans .

In book "El Aguila y el Quetzal" by the Spanish intellectual Cesar Vidal, (2016, Editorial Planeta), Julio Ligorría is mentioned as someone whom the authorities of the diplomacy and the North American government came to consider as the model Ambassador, that is, the best and most active Central American diplomat of his time in Washington

WRITER AND
ANALYST





He is the author of more than 1,600 essays on contemporary democracy, which have been published in national newspapers in Guatemala, as well as in several newspapers in Latin America and Spain.

For twenty-five years he was the columnist of political analysis of the Guatemalan daily Prensa Libre. And also a columnist in Guatemala for the La Hora evening daily.

In the first decade of the 21st century, he collaborated with a monthly column released by the regional magazine Estrategia & Negocios.

He has also published:

- *Book Caminos de Libertad (Freedom Roads) edited by Van Color in Guatemala 1987*
- *May 2000 He is co-author of the book El Arte de Ganar Elecciones (The art of winning elections) published by the Latin American Association of Political Consultants. Colombia.*
- *In September of 2002, his book titled “Political Strategy, from the operational design” was published in Spain by the Canovas del Castillo Foundation (converted into the Foundation for Analysis and Social Studies FAES),*



then in 2009 a second edition was given by the PLANETA Editorial Group under the PAIDOS label and was published and distributed in Spain and America.

- *In September 2016 PLANETA launches the first edition of its book **CRISIS la administracion de lo inesperado** (CRISIS the administration of the unexpected), distributed in the southern United States, Mexico and Central America, in addition to being available on Kindle and Amazon.com*

*In January 2019, PLANETA, the largest Hispanic editorial group, launches the first edition of its book **GUATEMALA IN FRONT OF THE MIRROR**, Reflections on how to build or destroy a nation. Available on Kindle and Amazon.com and will have a English edition to be released in April 2019*

TEACHING





He has been a visiting professor for Political Management and Strategy seminars of:

- *Florida International University, Latin American and Caribbean Center*
- *Technological Institute of Monterrey in Mexico City,*
- *Universidad Iberoamericana de México for the Diploma in Political Management in charge of the subject of Government Communication.*
- *He has also been professor of the seminars of the Post Graduate School in Political Management of George Washington University*

PUBLICATIONS

2a. Edición

Reflexiones sobre cómo
construir o destruir una nación

OS
TAD

ESTRATEGIA
POLÍTICA
*Secretos de la Formulación Estratégica
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JULIO LIGORRÍA

Planeta

GUATEMALA
FRENTE AL ESPEJO
LIGORRÍA



Julio Ligorría C.
PROLOGO DE LUIS PAZOS

JULIO LIGORRÍA CARBALLIDO
CRISIS
LA ADMINISTRACIÓN DE LO INESPERADO



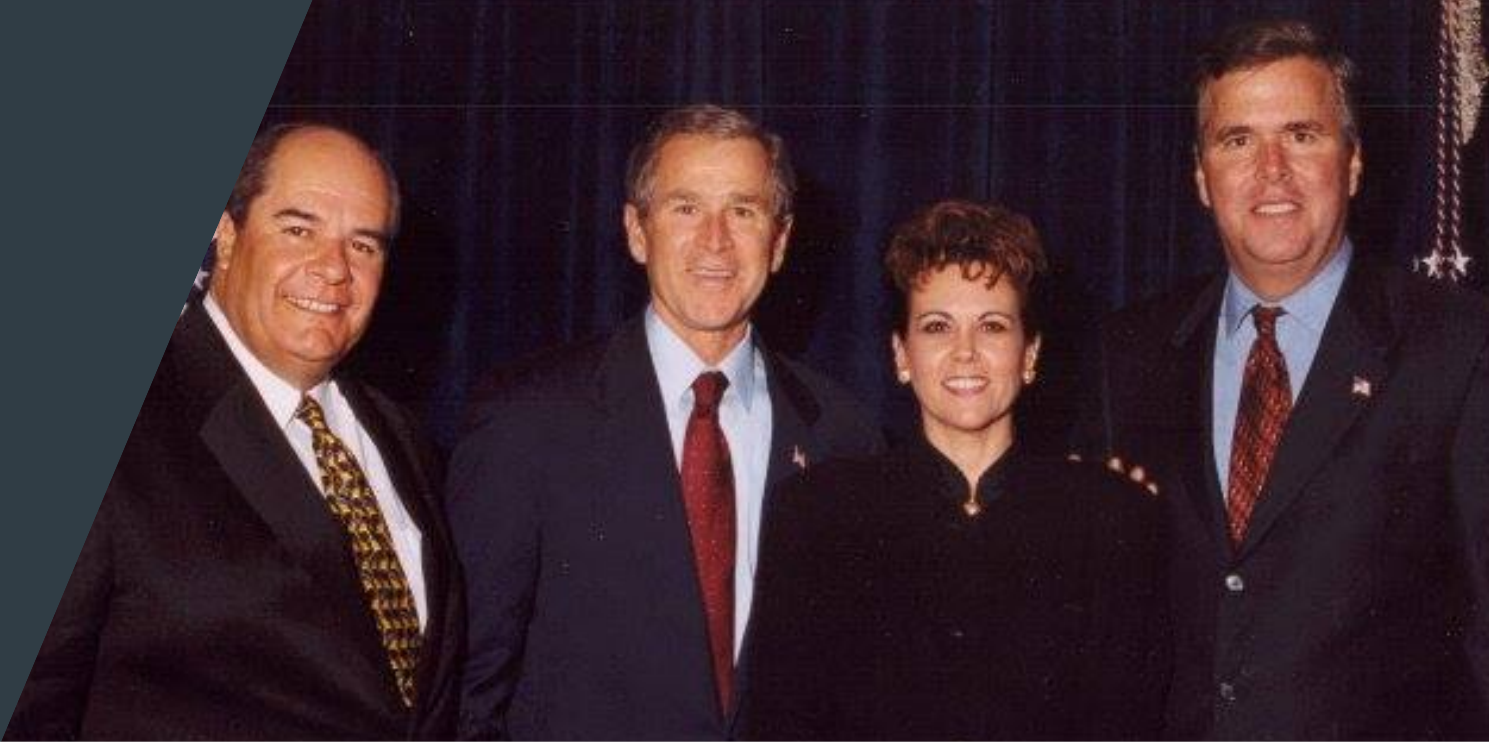
El Arte de
Ganar Elecciones



Una guía práctica de comunicación política
moderna

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- Mauricio De Vengoechea
- Julio Ligorría
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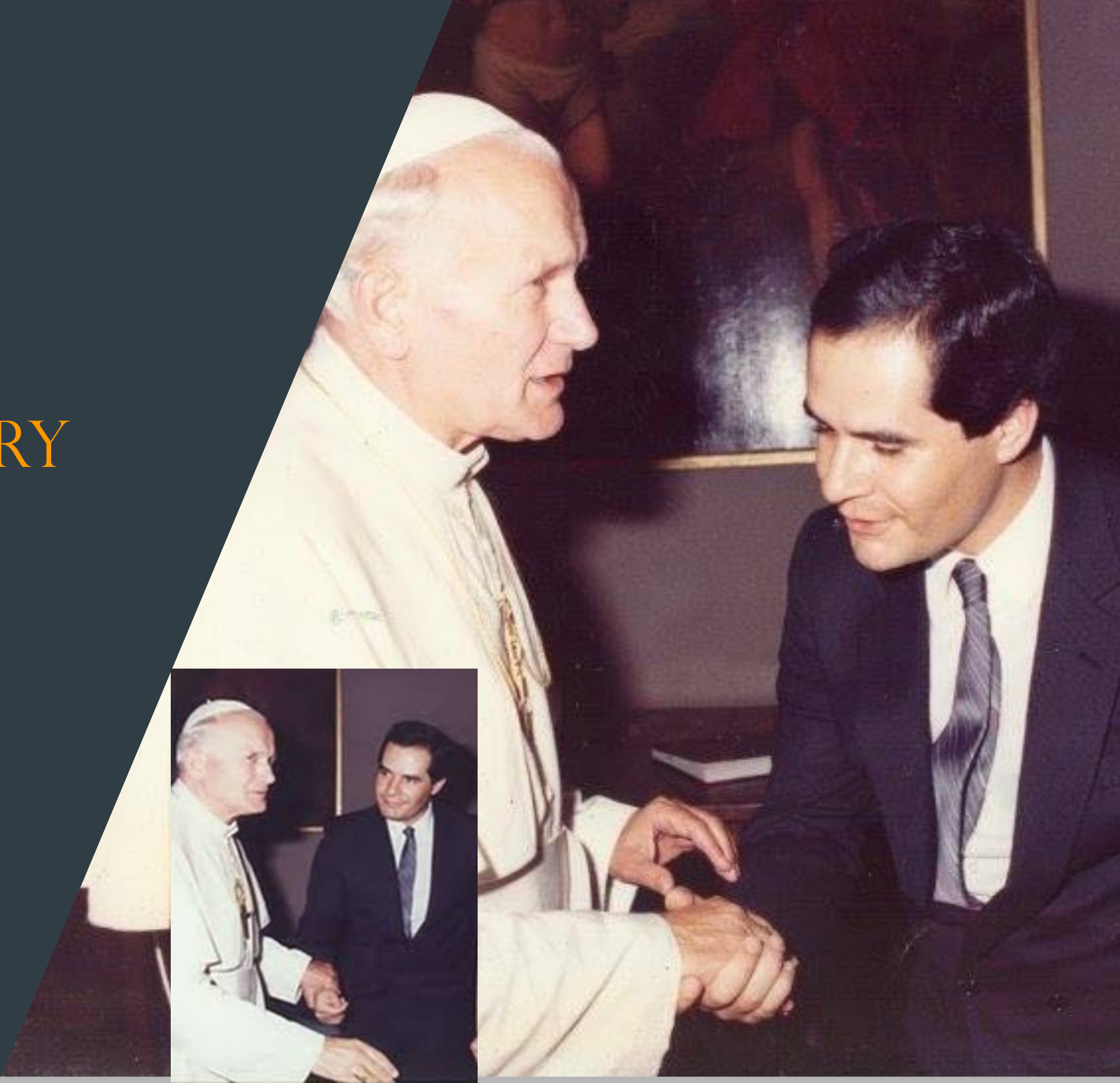
GALLERY



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**JULIO
LIGORRÍA**

Consultor de
estrategias de
campañas
políticas

EN VIVO



NOV 15, 2017