

Guy Garcia bio



Guy Garcia is an award-winning author, futurist, Internet entrepreneur and noted commentator on social and demographic trends. His book, *The New Mainstream: How the Multicultural Consumer Is Transforming American Business*, is hailed as a wake up call and road map to the new intercultural America. His career in media spans print, digital and cross-platform interactive storytelling, and includes such books as *Skin Deep*, *Obsidian Sky*, and *The Decline of Men*.

Guy was a co-founder and Content Director of Total New York, a city web site that pioneered the use of geo-based interactive content, live webcasting and virtual avatar environments. Total New York was sold to America Online 1997. As a Vice President for Content and Programming at AOL, he worked on the development of AOL International, AOL Music, and launched the first iteration of AOL Latino. He is a partner and President of New Mainstream Initiatives for EthniFacts, LLC, a research and insights firm based in New York, Washington DC, and Dallas.

A contributor to the Huffington Post, the National Journal, PBS and NPR, Guy and his work have appeared in Time magazine, the New York Times, the Los Angeles Times, Rolling Stone, Fortune, Vanity Fair, Ad Age, The Times of London, The Financial Times, ABC, Univision, CNBC, and CNN. He is a frequent speaker and participant at such events as the New Generation Consortium at the Time Warner Center in New York, the Disney Ideation Summit in Los Angeles, the John F. Kennedy School of Government Summit at Harvard University, and the South By Southwest Interactive Conference in Austin.

A three-time National Magazine Awards judge, Guy is an Edward Albee Fellow, a member of PEN, and the Executor of the Literary Estate of Carlos Fuentes. *Self Made*, by Nely Galan with Guy Garcia, will be published by Random House in 2016. His latest novel is *Swarm*.