

JUAN LUIS MANFREDI SANCHEZ
Short Bio – December 2024

Juan Luis Manfredi Sánchez (Seville, Spain, 1977) is tenured Full Professor at the University of Castilla-La Mancha, where he teaches Journalism and International Studies, and he has been Prince of Asturias Distinguished Visiting Professor at the School of Foreign Service (Georgetown University). He was awarded the "Encomienda de la Orden de Isabel la Católica". The reason behind him receiving this is his commitment to the promotion of American-Spanish relations.

His field of research includes deglobalization, European politics, public diplomacy, urban international politics, and geopolitics/geoeconomics. His most recent books are "Handbook of Diplomatic Reform and Innovation" (Palgrave, 2023), and "Urban Diplomacy. A Cosmopolitan Outlook" (Brill, 2021), long-listed in the [Pattis Family Foundation Global Cities Book Award – Chicago Council on Global Affairs](#).

Currently, he serves as [ISA ICOMM executive committee member and Program Vice Chair](#).

For seven years, he has been the academic director in ESADE Business School leading public policies and political leadership programs. He has been a member of the Scientific Council of the Elcano Royal Institute (2014-2019), leading think tank in Europe. He was an ICEX Fellow between 2003 and 2005. He has been named ICEX Alumni of the year (2024) where he was recognized as "one of the ICEX alumni who best embodies the spirit of the scholarships, whose objective is to promote internationalization and entrepreneurship through the training of talent".

His outreach activity comprises op-ed contributor to leading media outlets as Cinco Días (financial newspaper), NTN24 (DC-based private TV network), Le Grand Continent (France) Agenda Pública (El País op-ed) and CMM (public radio broadcast). He has been a finalist for two journalist prizes in 2020 (El Ciervo Prize for "In Praise of Democratic Boredom") and 2015 (Citi Award for Journalistic Excellence for "Hubs, industry and knowledge in the XXI century").

Selected publications

- ✓ JL Manfredi Sánchez (2025, under contract with Georgetown University Press). Deglobalization. A political theory of the present.
- ✓ JL Manfredi Sánchez (2024). Unfair Competition: How States Use Disinformation to Exercise Public Diplomacy. *International Journal of Communication* (18), 1426-1448.
- ✓ JL Manfredi Sánchez (2024, under contract with Routledge). Disinformation and Public Diplomacy. Russia, China and Turkey (provisional title).
- ✓ JL Manfredi Sánchez and Pablo Morales (2024, forthcoming). "Generative AI and the future for China's diplomacy". *Place Branding and Public Diplomacy*, 1-5.
- ✓ JL Manfredi Sánchez and Leesa Danzek (2024, forthcoming). "Symbolic power in Washington DC. A walk-through Embassy Row".
- ✓ JL Manfredi Sánchez (2023). "Vaccine (public) Diplomacy: Legitimacy Narratives in the Pandemic Age", *Place Branding and Public Diplomacy*, 19 (3) 398-410.
- ✓ JL Manfredi Sánchez and Z.A. Huang (2023). "Disinformation and Diplomacy", *The Palgrave Handbook of Diplomatic Reform and Innovation*, 375-396.
- ✓ JL Manfredi Sánchez and Nick R. Smith (2023) "Public Diplomacy in an age of perpetual crisis: assessing the EU's strategic narratives through six crises", *Journal of Communication Management*, 27 (2), 241-258.
- ✓ JL Manfredi Sánchez (2022). "Thinking About Latin American Public Diplomacy", *Latin American Policy*, 13 (1), 6-19.
- ✓ Olga Kolotouchkina, Carmen Llorente and JL Manfredi Sánchez (2022). "Smart cities, the digital divide, and people with disabilities", *Cities*, 123, 103613.
- ✓ JL Manfredi Sánchez (2021). "Deglobalization and public diplomacy", *International Journal of Communication*, 15, 22.

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- ✓ JL Manfredi Sánchez and Paul Hare (2021). "COVID, Deglobalization, and the Decline of Diplomacy: Could Tele-Diplomacy Revitalize Diplomacy's Capacity to Promote Consensus?", *Global Policy*, 12 (4), 574-576,
- ✓ JL Manfredi Sánchez (2021). "Political Economy of City Diplomacy", *Economic and Political Studies*, 1-22.
- ✓ JL Manfredi Sánchez, Adriana Amado y Silvio Waisbord (2021). "Presidential Twitter and COVID-19: populism and pop politics", *Revista Comunicar*, 66, 83-94.
- ✓ JL Manfredi Sánchez (2020). "Diplomacy for the world to come". *The Hague Journal of Diplomacy*, 15-4, 517-519.