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Alfonso holds a Master's degree in Communication Technology from the Nagoya University of Japan and his past work experience includes marketing roles with large Japanese corporations such as Sega Co., Ltd. and Bandai Co., Ltd.

He is the author of "World Wide Data: The Future of Digital Marketing, E-Commerce, and Big Data" (Business Expert Press- NY, 2018) where he discusses the importance of data as a way to increase efficiency in digital marketing as well as the impact of personal information and privacy policies in the communication process between brands and consumers.

He has lectured as professor of Asian Studies at the Madrid Chamber of Commerce in Spain and has acted as guest speaker at Rikkyo University in Tokyo. He is a published Spanish fiction author.