

## **LUIS GARCIA**

*Vice President of Emerging Technologies  
Full Sail University*



**Luis Garcia** is a seasoned executive who has been working in technology, digital media, and education for over 20 years. He is currently the Vice President of Emerging Technologies at Full Sail University where he leads the strategic direction and growth of technology and gaming degree programs. Additionally, Luis' responsibilities include partnering with technology companies for research projects in the areas of Simulation, AR/VR, UX/UI, Gaming, IoT, Cloud and other emerging technologies.

Luis has served in an advisory capacity for organizations and governments such as the VR/AR Association, the Orange County Government, Office of the Florida Governor, and Orlando Economic Partnership in the areas of technology and innovation.

Previously, he was the General Manager of Full Sail Labs, an Apple Distinguished School designed by Full Sail University to offer innovative programs to students ages 7 to 17 in the areas of Game Design, Filmmaking, Music Production and Robotics. Before that, Luis was the Vice President of Full Sail Online where he was responsible for the vision and implementation of the university's online education efforts since its inception to over 12,000 students. He joined Full Sail University in 2003 as the Director of Curriculum Development.

Prior to joining Full Sail University, Luis was Vice President of Product Development at quepasa.com, the leading online community for US Hispanics. At quepasa.com, he was an integral part of the executive team that led the company through a successful initial public offering. He later served as Principal of Manduca Ventures, a corporate venture group based in Miami, Florida, that specialized in the investment of early-stage digital-media companies. Previously, Luis was the Vice President of Operations and Chief Software Engineer at Cybertoons, a software company that developed applications for e-commerce and online communities for financial institutions.

Luis is originally from Caracas, Venezuela, where he earned a Bachelor of Science degree in Systems Engineering from Universidad Metropolitana. He also earned an Associate's degree in Digital Media from Full Sail University and an MBA from the Fuqua School of Business at Duke University, which is ranked among the top ten business schools in the United States. He is fluent in Spanish, English and Portuguese.