

Armando David Ortigosa

Armando (ASF - Class of '97) studied Political Science at the Autonomous Technological Institute of Mexico (ITAM). After several years of working as correspondent and —eventually— Editor-in-chief to several magazines and printed media in the country, he went on to create, in 2005, a non-profit called Tu Rock es Votar. The NGO sought out to incentivize youth turnout in Mexico's 2006 presidential election through music, arts and entertainment. The organization mirrored the efforts of the US' Rock The Vote. It went on to establish a network of over 9,000 volunteers nationwide and played an important role in leading citizen efforts in terms of participation during that complicated electoral year. In 2007, he went on to create a digital marketing agency, Kontrabando. Today, KTBO employs over 180 marketing professionals in Mexico and Brazil, and serves different clients in LATAM helping them create meaningful experiences within the digital ecosystem.