



# MARÍA JOSÉ CANEL CRESPO

## CONTACT DETAILS

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## SUMMARY

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PhD in Communication (University of Navarre, Spain). Tenured Professor with a Chair in Political and Public Sector Communication at Complutense University of Madrid. Leading author in the field. Independent member of the Board of Directors at Solaria Energía y Medio Ambiente (2023-2025).

## LINGUISTIC SKILLS

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Spanish: Mother tongue  
English: Cambridge English C2  
Proficiency

## CURRENT POSITION

- Professor with a Chair in Political and Public Sector Communication at the Complutense University of Madrid (since 2004)
- Developing a study on authenticity and sustainability (Publisher: Wiley-Blackwell)

## PREVIOUS WORK EXPERIENCE

- Independent member of the Board of Directors at Solaria Energía y Medio Ambiente (Ibex 35) (2023-2025). Chief of the Minister's Cabinet at the Ministry for the Education, Culture and Sport (2000-2004), Associate Teacher at the University of Murcia, Spain (2000-2001), Tenure at Centro de Estudios Superiores Felipe II (1999-2000), Tenure at the University of Navarre, Spain (1991-1999), Visiting Scholar at the London School of Economics (1992) and Assistant Lecturer at the University of Navarre (1987-1991)

## EDUCATION AND DEGREES AWARDED

- BA Journalism and Public Communication. University of Navarre, 1987
- PhD Journalism and Public Communication. University of Navarre, 1991

## OTHER EDUCATION AND TRAINING

- Coach (ICF Certificate, International Coaching Federation). Specialized on coaching public sector leaders and politicians.
- Executive program in Leadership in Public Administration, IESE Business School

## AREAS OF EXPERTISE

(See details next)

Knowledge development and practice in intangible resources, communication and sustainability. Research-driven strategic planning and communication. Training, career management and coaching. International profile. Regular collaborator in news media.

## AREAS OF EXPERTISE AND ACHIEVEMENTS

### Knowledge development and practice in intangible resources, communication and sustainability

Topics: Building and assessing intangibles (trust, engagement, reputation, legitimacy, social responsibility), authenticity and sustainability, ESG, SDGs and communication, collaborative governance

- She has **published nationally and internationally in political and public sector communication**. More than 100 works in major communication publishing companies (Wiley-Blackwell, Palgrave, Sage, Bloomsbury, Hampton Press, Fondo de Cultura Económica, Tecnos) as well as in specialized journals and in different countries (Spain, USA, United Kingdom, Italy, Poland, Brazil, Mexico, Colombia and Argentina)
- **Major scientific contributions** (for full details see <https://mariajosecanel.com/>): intangible resources in European institutions (Canel & Piqueiras, 2022); resilience to misinformation (Pérez & Canel, 2022); civic engagement to struggle COVID19 (Luoma-aho et al., 2022); communication, intangible resources and collaborative governance (Barandiarán et al., 2023); learning and listening in public sector organizations (Canel et al., 2022); AI and intangible resources in public administration (Piqueiras & Canel, 2021); Public sector intangible resources and growth (Piqueiras & Canel, 2021); communication, post-truth and sustainability (Canel, 2021); mapping the field of public sector communication (Luoma-aho & Canel, 2020; Canel & Luoma-aho, 2017); mapping intangible resources in the public sector (Canel & Luoma-aho, 2019; Canel et al., 2017; Sanders & Canel, 2015; Canel, 2014); communication and public administration (concepts and practices) (Canel, 2018); comparative analysis of the legitimacy of policies on refugees (Canel et al., 2017); field map of government communication and analysis across countries (concepts, theories, frameworks, structures, practices) (Sanders & Canel, 2013; Sanders et al., 2012); cross country comparative analysis of communication and terrorist attacks (Canel, 2012; Canel & Sanders 2010); cross-time analysis of citizens' perceptions of government performance and trust (Canel, 2009; Canel & Echart, 2011; Canel & García Molero, 2013); communication and public sector organizations (Canel, 2007); mapping the field of political communication (Sanders et al., 2013; Canel, 2006); political scandals and media scandals (Sanders & Canel 2006)
- **Scores** : 5 six-year terms. Web of Science : 37 publications, 299 quotes, H-Index, 11. SCOPUS: 42 publications, 500 citations, H-Index: 13, Google Scholar Metrics: 5.861 quotes, H-Index 33, Index i10: 71. ResearchGate: 88 publications, 1.443 quotes ( February, 2026)
- Her work has been **quoted** in international relevant journals, and received different awards (the Álvaro Pérez-Ugena Award to the promotion of communication research, the Victory Award to one of the 12 most influential women in Political Communication, (Washington, DC, 2016)
- Her **recent titles include**: *Building Collaborative Governance in times of uncertainty* (co-edited, KU Leuven UP, 2023); *Handbook of Public Sector Communication* (co-edited, Wiley Blackwell, 2020); *Public Sector Communication* (co-authored, Wiley-Blackwell, 2019); *Government Communication* (co-edited, Bloomsbury, 2013). For full list of titles see: <https://mariajosecanel.com/>

## AREAS OF EXPERTISE AND ACHIEVEMENTS

### Intangible resources and sustainability building

Identification, management and evaluation of intangible resources for tangible value (reputation, engagement, trust, CSR, sustainability). Elaboration of indexes to assess the organization's communication performance, and to monitor stakeholders' perceptions

- **Independent member of the Board of Directors** at Solaria Energía y Medio Ambiente (Ibex 35), Appointments and Retributions Commission (President), ESG and Sustainability Commission (member), Audit Commission (member).
- She is **consultant on public sector communication and intangible value:** cultural, immigration, justice, education and social public policies, at local, regional and national level (Spain, Governments of Murcia, Baleares, Madrid); consultant for the development of collaborative governance (Gipuzkoa, Spain); consultant for presidential communication (Presidencia de la República de México, Presidencia de Colombia); consultant on corporate communication and public affairs (Guatemala); business diplomacy for corporations (Spain).
- **Evaluation of communication:** In-house training at the European Commission for the evaluation of communication activities (2022-2023) to participants from different nationalities, using specific tools and metrics. In house training on evaluating and communicating SDGs achievements. Government of the Autonomous Community of la Rioja (2022). Consultancy for the evaluation of intangible outcomes of collaborative governance (Diputación Foral Gipuzkoa, 2018-2023). Workshops with governmental bodies for developing of organizational listening: listening processes and analysis of social trends (Diputación Foral de Gipuzkoa, 2018-2023) .
- Launched and was member of the **Steering Committee of the Certified Public Manager Programe**, Leiden University for top civil servants (2017-2020). She was head the module “Madrid, a life-case for the implementation of SDGs”.

### Research-driven strategic planning and communication

Communication strategic planning, monitoring and assessment; evaluation of the quality of the relation that is established between the organization and its stakeholders (trust, involvement, mutual understanding)

- She worked for **Tony Blair Associates** in the area of government consultancy, and was consultant for the **World Bank**.
- Based on **action learning** methodology, she has worked on the creation of spaces for public leaders for the development of shared views of problems and solutions (Diputación Foral de Gipuzkoa, 2018-2020).
- She has conducted **ad-hoc organization of government communication offices** (national and regional governments from different countries in Europe and América): organizational charts, definition of ranks, profiles, functions, tasks and information-flows to give communication the institutional weight required for a real deeds-supported messaging.
- As **Chief of the Minister's Cabinet** (Minister for Education, Culture and Sport, Government of Spain) (the 2000-2004 term), apart from the Communication Office, she coordinated the work of three Secretaries of State for the minister's support and 19 General Directions (7.000 people). She worked in the reform of the Spanish education system, in the law for the promotion of cinema, law of the National Prado Museum, as well as in several projects for the coordination and management of the Spanish state museums, the enhancement of reading skills at schools, and for the preservation of the historic memory (Program for the Spanish Archives in the Internet). Besides, she developed experience in team management: coordination of goals, tasks, and communication among employees and between the organization and its stakeholders.

## AREAS OF EXPERTISE AND ACHIEVEMENTS

### Training, career management and coaching

Identification of the required profile (knowledge, competencies and skills) to enable government communicators to benchmark themselves and decide their own career development needs and map a way forward in meeting those needs

- **Coach** (ICF Certificate, International Coaching Federation). She is specialized in coaching public sector leaders and politicians.
- She has worked for several projects on **organizational change** using action learning methodology for collaborative learning and the achievement of organizational goals (INAP, Spain, 2017-2018; Diputación Foral de Gipuzkoa, 2020-2023).
- She has large experience in **training government and public administration communicators** (she has trained in Europe, United States and Latin America). Member of the Steering Committee for the launch of the Leiden Certified Public Manager Program (for mid-career top civil servants). She was co-head of the program of communication for Civil Servants at the Spanish National School of Public Administration (INAP) (since 2008) and launched and headed the first MA Program in Public Administration Communication (for Civil Servants); she is also involved in the Programme for Leadership (INAP); she has trained employees of local, regional and national public sector organizations; taught at programs in different universities: Paris XII (program on Government Communication), Georgetown University (MA on Leadership and Communication), George Washington University (Maestría en Gerencia Política y Gobernanza Estratégica), and University of Navarre (MA Comunicación Política y Corporativa). She also launched and was the head of an MA on Organizational Communication (University Complutense of Madrid, 2012-2023).
- She has worked on the **innovation of training tools for top civil servants** (Instituto Nacional de Administración Pública, INAP) (Ref. Murphy, A & Canel, M. J. (2020). *Manual de Action Learning para gestores públicos*. Madrid: INAP).

### International profile

- Actively involved in the **major international associations** in the field: International Communication Association (ICA), involved in the papers review process for the conferences as well as panels chairperson and discussant; she was Program Chair of the Regional Meeting of WAPOR; she was Co-Chair and Vice-Chair of the Political Communication Section of IAMCR; Vice Chair of the Political Communication Section of ECREA; Program Chair of the ECREA Political Communication division Interim conference in Madrid; Founder President of ACOP (Association of Political Communication); Co-chair of the Section Political Marketing and Communication of the European Group for Public Administration (EGPA).
- **Visiting Scholar** at the London School of Economics (1992), Jyväskylä University (2014, 2015), George Washington University (2016-2017), KU Leuven (2022).
- **Visiting lecturer** at: Universidad Autónoma de México, Universidad Panamericana, Leiden, Paris XII, Wroclaw, Universidad del Istmo, Georgetown, Los Andes, Austral, La Sabana.

### Regular collaborator in news media

She is regular collaborator in news media. El País, El Mundo, Abc, Expansión, Rtvé, Telecinco, Antena3, LaSexta, El Correo, among others.