Rocío Garcialonso. Communication specialist and cultural manager (Mexico City, 1991). Founder of Fortissimo Media, communication agency for artists and cultural organizations. Mexican living in Madrid, she has a degree in Communication from the Universidad Iberoamericana and a Master's in Performing Arts Management from the Accademia Teatro alla Scala in Milan, Italy. She currently works for dance companies, cultural associations, and opera singers as a digital content consultant and communication manager. Founder of Opera Is Cool, an opera promoter is responsible for the digital communication for Juvenilia The European Network Of Opera Friends. She began her professional career in the Corporate Communications Department of MTV Mexico and has worked at the Teatro Real as a Press Assistant and personal assistant to the Peruvian tenor Juan Diego Flórez in Vienna.