

Tec Education Group president among the 11 most valued leaders



David Garza was the only representative from the education sector in the MERCO Líderes México 2025 ranking, which recognizes the country's most reputable leaders.

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Alejandro Salazar

David Garza Salazar takes a moment to gather his thoughts when asked **why he believes** he was recognized as one of **Mexico's most prestigious leaders**. His answer reflects how he feels about **Tecnológico de Monterrey**, the institution that has allowed him to **find personal fulfillment**.

*"I've worked here at the institution for forty years (...) for me, **leadership** has meant conveying my **great passion** for such a **noble cause** as **education**," he replied in an **interview with CONECTA**.*

The **executive president of the Tecnológico de Monterrey Education Group** took 11th place in the 13th edition **of the MERCO Líderes México ranking**.

Garza sees this distinction **not as an individual achievement** but as reflecting the **Education Group's impact** on the modern world.

*"I associate it with our purpose, which is to **transform the lives of individuals and communities**. At the end of the day, those who express their opinions in these rankings wonder what **impact they have** on the **country** and what **good** they achieve **for society**," he believes.*

For David Garza, being on the list of influential leaders in Mexico reflects the impact of the Tecnológico de Monterrey Education Group. (Photo: Alejandro Salazar)



Leadership in a changing world

The **MERCO Líderes México** ranking compiled a [list of the 100 most reputable leaders in the country](#) using a methodology that conducted over **2,200 surveys** of members of the private sector, academics, financial analysts, and communications experts, as well as an analysis of mentions received online.

Garza was the **only one of the 100 recognized leaders who belongs to the education sector**, which has to deal with significant challenges brought about by rapid change, technological advances, and profound social transformations.

In his experience, leadership in this **context does not mean anticipating the future or dealing in absolute certainties.**

"We don't have a crystal ball, especially in such uncertain times and such a fragmented world rife with technological advances," he acknowledges.

Given this scenario, he believes that the **role of leadership** is to **pay close attention** to what is happening both inside and outside the organization.

*"Our role is not only to ensure that things get done but also to be on the lookout for signals and **observe what is happening in macro and internal settings.** It's about trying to **separate the signal from the noise,**"* he explains.

"For me, leadership has meant conveying my great passion for a cause as noble as education".

Results are achieved through teamwork

Garza recently celebrated **forty years of professional experience**; this time, he says, has allowed him to find a space conducive to **personal and professional development.**

*"The **Tec** is not just somewhere to work, but a place that has allowed me to **fulfil myself, find my purpose, and enjoy every day.**"*

From his perspective, part of his **contribution as a leader** has been **to build a strong management team** with the **ability to complement and challenge him.** For him, choosing the members of that team and **trusting their judgment** has

been a key element of his management style.

Another key aspect of his career has been **consolidating a joint long-term vision** based on promoting **research, innovation, and internationalization**.

In his opinion, progress on these fronts is beginning to **take hold** today, which is why **this recognition from MERCOCO** comes at a time of **institutional maturity**.

*“**Tec de Monterrey** is undoubtedly an internationally recognized institution; however, there are two other institutions that have also matured (**Tecmilenio and TecSalud**), which will continue to be promoted.*

*“The **synergies between the three institutions** will help us continue to fulfil our purpose: **to transform the lives of individuals and communities through education**”.*

Of the 100 leaders recognized in the MERCOCO ranking, David Garza is the only one who belongs to the education sector. (Photo: Alejandro Salazar)



Leadership, in the words of David Garza

These are some of the ideas that have shaped the way **David Garza** understands and exercises **leadership** at the helm of the **Tecnológico de Monterrey Education Group**.

-Getting others to move forward with you

"Leadership involves setting out a vision and having everyone move forward as a team to achieve their goals in a way that motivates them and gives them a sense of accomplishment".

"As you take on greater leadership roles, the results don't depend on you but on the people you work with".

"Trust that you will empower the right people".

- Listen to others to broaden your vision

"Listening has always been vital for me: finding out what other people think, and who are for and who are against certain ideas".

"Being a leader also means choosing whose criticism to accept and taking responsibility for implementing decisions":

- His advice for young people starting out on their leadership journey

For Garza, the combination of Hum-Vision (humility and ambition) concepts can guide their decision-making.

"Believe in yourself, in your abilities, and in your potential to make an impact on a team, a department, or an institution (..) recognize your strengths and what you need to improve in order to grow".

About the 13th edition of the MERCO Líderes México ranking

In the latest edition of the **MERCO Líderes México ranking**, David Garza Salazar **rose from 21st to 11th place in just one year.**

On this occasion, **Daniel Servitje, Carlos Slim Helú, and José Antonio Fernández Carbajal** are the three businessmen who **lead the ranking.**

Alejandro Ramírez Magaña (4th), Eduardo Osuna Osuna (5th), Carlos Slim Domit (6th), Rogelio Zambrano Lozano (7th), Paula Santilli (8th), Silvia Dávila (9th), and Andrés Conesa Labastida (10th) round out the top ten of the ranking.

Click [here](#) for the methodology and the complete list.

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