Biographical Information

Úrsula Murúa
President of EWTN News

Úrsula Murúa is President of EWTN News. She has more than three decades of experience in Catholic media, including more than a decade of leadership in EWTN News' digital growth.

Murúa previously served as EWTN News' Director of Digital Strategy and Social Media. Over the past decade, she has been a key architect of the digital direction of EWTN News, providing strategy, audience insights and leadership as the organization expanded its digital platforms, multilingual reach and approach to storytelling.

A Peruvian journalist, Murúa's career in Catholic media began at the Spanish-language news service ACI Prensa, where she was part of that organization's digital transformation. Since joining the EWTN family, she has served in leadership roles across digital, editorial and broadcast operations, including work as a news anchor for "EWTN Noticias," EWTN's Spanish-language nightly news broadcast. She also served in recent years as Editor-in-Chief of ChurchPOP, EWTN News' digital brand with significant reach among younger audiences.

At EWTN, Murúa has played a key role in expanding the network's social media presence and digital platforms and has helped craft multilingual digital strategies supporting EWTN's global news teams and affiliates. Her career has included leading digital coverage surrounding three papal conclaves, multiple World Youth Days and Jubilees, International Eucharistic Congresses, Synods of Bishops, and other major moments in the life of the universal Church.

Murúa has taught digital media and social media management in Peru. In 2023, she participated in Franciscan University of Steubenville's "Journalism in a Post-Truth World" conference, speaking on social media's role in modern journalism. Her digital team was recognized with two first-place-winning honors in the 2026 Catholic Media Awards for multimedia news coverage and live social media videos.

She holds a journalism degree from Universidad Jaime Bausate y Meza and a master's degree in Community Management from IEBS. She is based in Washington, D.C. Outside of work, Ursula enjoys watercolor painting and cooking traditional Peruvian dishes with her husband, Ruben, and their two young adult children.

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