CECILIA PEREZ CARBALLADA
Vicente López, Buenos Aires - Argentina
+5411 6335-8585
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PROFESSIONAL OVERVIEW

Experienced research and knowledge management professional. My work aims to collaborate in developing teams and identifying actionable insights for the business, leaving a personal footprint based on fostering respect and promoting a positive work environment.

EXPERIENCE

INTEGRATION CONSULTING - STRATEGIC AND MANAGEMENT CONSULTING

Global Research and Knowledge Management Lead - 8 Years (01/2017 –07/2024)
Responsible for delivering business-relevant and implementable insights, combining external data with prior internal knowledge. Globally.

- Creating and operating the research area: primary and secondary research services to consultancy teams for all practices: Planning, implementing and delivering end to end research projects (qualitative and quantitative).
- Design and implement capturing processes, and retrieval the internal knowledge.
- Team leader, development and training.
- Area Budget Responsible. External sources and provider's management.

CONSUMER IN TOUCH S.A.

Qualitative Research Area Director – 3 Years (02/2014 – 01/2017)
Team leader. Sales and budget area. Responsible for the results and quality of outputs reports, focus group moderator. Product innovation development.

GFK ARGENTINA S.A.

Senior Research Consultant – 1 year (02/2013 – 02/2014)
Responsible for the management and monitoring of local and regional accounts in qualitative studies. Team Training (project managers and assistants). Fieldwork techniques. Analysis, monitoring and reporting.

INDEPENDENT RESEARCHER – 2 years (2011 – 2013)

Planning and implementation of qualitative and quantitative projects. Moderation fieldwork techniques (focus groups, in depth interviews, ethnographic, etc). Analysis of results. Implementation, monitoring and reporting.

IPSOS ARGENTINA S.A.

7 years (2005 – 2011)
Qualitative Project Director: Lead local and regional qualitative projects: Brief, planning, proposals, fieldwork techniques supervision, analysis and result presentations.
Account Executive: Customer service, accounts development and sales. Conduct Qualitative and Quantitative projects.

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EDUCATION

UNIVERSIDAD DE BUENOS AIRES (UBA) - 2000
Degree in Psychology

LANGUAGES

SPANISH - Native
ENGLISH - Advanced level
ITALIAN - Intermediate level

TECH SKILLS

Proficient Microsoft Office (Word, Excel, Teams, Power Point)
Power BI / SPSS