



Ma. Eugenia Garcia Neder

Commercial Director



Eugenia has 10 years of experience in public opinion and market research, having led projects for TNS in Argentina (2005-2010) and USA (2008-2010) and been Nielsen UK Global Business Partner for Unilever Foods (2011-2014).

Eugenia has a profound understanding of international FMCG trends and actionable insights generation.

As Nielsen senior consultant for Knorr and Hellmans, Eugenia led over 30 research projects for detecting market opportunities and white spaces, new products development and innovations potential, price strategies and distribution gaps.

At TNS she designed and implemented over 100 national and international projects, targeting opinion leaders as well as businesses, consumer groups and general population. Some of the clients she regularly worked with were: Danone, UPS, World Bank, Harvard University, Transparency International and several national companies such as Sancor, Molinos, and Arcor.

Through out her career she has developed a solid understanding of the different research processes and both qualitative and quantitative techniques.

Eugenia holds a MBA – Master in Business Administration – from the University of Cambridge (UK), postgraduate studies in generation and analysis of statistical information from Universidad Nacional de Tres de Febrero (Argentina) and is an economist from Universidad Torcuato di Tella (Argentina).

