



Marita Carballo

President



Marita is “Academic Numerary” of the Social and Political Academy of Argentina and “Academic Numerary” of the National Education Academy and President of Voices (Research & Consultancy) Member of WIN/GIA. Elected Member of Scientific Executive Committee the World Values Survey (WVS), member of the Compared Sociology committee of the International Sociological Association (ISA) and Consultative member of CARI (Argentinean Committee for International Relations).

Since 2009 to 2012 Marita was President of Kantar Latin America, the branch of consultancy and research of WPP. From 2003 to 2008 she was Global Sector Head of TNS's Political and Social sector -based in London- where she played a key role on large-scale surveys, notably the Standard Eurobarometer, having overall responsibility on the project. She started her career in Argentina, where she was President and CEO of Gallup Argentina from 1979 to 2001. She also served as a professor of Sociology at the Catholic University of Argentina between 1986 and 2002, and as the Head of their Sociology Department between 1989 and 2002. Since Marita has been Board Director of Gallup International Association and in 2003 she was voted Honorary Member.

She integrated key positions in different organizations, such as the Comparative Sociology Committee of the International Sociological Association, the Chair of the Liaison Committee at WAPOR, the International Social Science Council (ISSC) Executive Committee (a UNESCO organization), Vice President of Information of the ISSC (2004 to 2006) and was a Member of the Advisory Board for the United Nations Office of Projects & Services (UNOPS) from 2000 to 2002. Marita is also an active elected member of the Scientific Advisory Committee of the World Values Survey, and a member of WAPOR and ESOMAR. In addition, she holds Board member positions in NGOs such as ICANA (Argentine North American Cultural Institute), where she is President, in Fundación Compromiso and Poder Ciudadano.

Marita has been awarded several scholarships and awards, such as: Eisenhower Fellow (awarded to Leaders in their specialty in their own country) in 1988 in the United States; “Award to the leading Business Women” by the Argentine Senate in its first celebration of Women Day (March 2000); one of the 33 leading women for the year '99 by Clarín newspaper (December, 1999); price awarded to business leadership by the Economic Summit for Women of the Americas (November, 1999); Women & Co. award given to the 10 Leading Business Women in Argentina (1995) and the Entrepreneur prize awarded by “Mañana Profesional” in 1992.

She is a renowned person in the Political and Social arena and in the academic sector worldwide. She has published several books and many articles in newspapers and journals. Her latest book is “La Felicidad de las Naciones” (The Happiness of Nations) (Penguin Random House, 2015).

