



Ricardo Manuel Hermelo

Public Opinion Director



Ricardo worked at TNS Gallup for 30 years until mid-2012. During the last 15 years as Director of Public Opinion. He has participated in a number of investigations, covering a very broad spectrum of sociological issues throughout the democratic period Argentina. In recent years he has specialized in studies of behavior change. Was responsible for the design and implementation of most of the social and political studies of TNS Gallup and designed the General Economic Expectations Index (IGEE). He has extensive research experience in both national and international studies. He has directed major international projects for multilateral agencies, particularly the World Bank.

Ricardo is a Sociologist by the Catholic University of Argentina, and has served as a professor of political science at the Master of Sociology in the same university. He has also completed graduate studies at the Universidad Complutense de Madrid. He has published papers and articles on various social and political topics, and is a regular participant in conferences and professional seminars.

His latest publications and conferences include the following: Marketing research and social communication. Buenos Aires. Consejo Publicitario 2012 // Approach to Behaviour Change and Social Marketing. Buenos Aires Saimo 2011 // Opinión de los argentinos y los uruguayos sobre el conflicto por las papeleras / plantas de celulosa | IV Congreso Latinoamericano de Opinión Pública de WAPOR Belo Horizonte – Brasil 2011 // Inequalities and political uses of the Internet | IV Congreso. Latinoamericano de Opinión Pública de WAPOR Belo Horizonte – Brasil 2011 // CRS trends in Latin America. Querétaro. México 2010 // Argentina y la crisis global. Wapor Lima, Perú 2009 // 'Tendencies of CSR from the Offer and Demand perspectives' SAIMO Congress 2009, Buenos Aires, October 2009 // 'Argentineans' views on the Crisis'. 2nd Congress of WAPOR Latin America, Lima, March 2009 // 'The impact of the Global Economic Crisis in Latin America'. Seminar at the Catholic University of Argentina. February 2009 // Governance and public opinion in Latin America. Ministerio de la Presidencia del Gobierno de Bolivia. Taller Internacional: "Intercambio de Experiencias sobre la Observación, Seguimiento y Evaluación a la Gestión Pública" La Paz Mayo 2008 // 'New social tendencies and Childhood: Family, consumption and Identity'. Seminar about Cultural Diversity, Childhood and Youth, Ministry of Culture, Government of the City of Buenos Aires. November 2007.

