

MANUEL GARCIA-GARCIA, PHD

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MARKET RESEARCH & CONSUMER INSIGHTS

Driven, adaptable professional leveraging expert knowledge in best-practice market research methodologies, with an emphasis in consumer neuroscience field and its application to valuable insights and marketing.

- Offer record of success with world-class company Nielsen in client-facing and thought leadership role focused on innovation and knowledge sharing; frequent speaker and published author.
- Provide leadership through all aspects of consumer research and excel at coordinating with cross-functional stakeholders and external partners to ensure quality and alignment with business priorities.
- Skilled at communicating approach and research results; combine intellectual curiosity with strong consultative, project management, and relationship building skills to inform decision-making and direction.

PROFESSIONAL OVERVIEW

THE ADVERTISING RESEARCH FOUNDATION | NEW YORK 2015-Present
Senior Vice President, Innovation and Research: Global and Ad Effectiveness

As part of the ARF's Research and Innovation team, focus on the needs of global members, as well as ARF's global strategy. Lead the neuroscience and innovation research projects.

THE NIELSEN COMPANY | NEW YORK 2012-2015
Director, Consumer Neuroscience

Provide expert guidance and support to ensure scientific integrity and quality of company's project pipeline in North America by applying cognitive neuroscience to all phases of consumer research from proposal to delivery. Drive knowledge sharing, development, training, and education of clients and associates companywide.

- Established company's thought leadership position in emerging field of consumer neuroscience by frequently presenting at major industry events and publishing numerous thought leadership pieces.
- Formed relationships with 30+ top business schools globally and actively manage company's academic relations.
- Drove key client relationships for development of research projects featured and presented at various events and conferences, such as Advertising Week, ESOMAR, and Pharma Market Research Conference. Projects included:
 - "The Emotion Behind Promotion" for Boehringer Ingelheim.
 - "The Bilingual Brain: the Impact of Language in Advertising Hispanic Bilingual Millennials" for Univision.
- Built and manage platforms for effective communication, knowledge sharing, and transparency companywide.

NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS / IE BUSINESS SCHOOL, SPAIN 2013-Present
Adjunct Professor

Created, from scratch, and currently teach curriculum for MBA course in emerging field of consumer neuroscience to provide graduate students with understanding critical to applying neuroscience to market research issues as well as use of neuro-scientific tools to answer complex business questions and produce valuable marketing/consumer insights.

- Actively co-writing neuroscience consumer research textbook to be published by MIT Press; managed negotiations and handle ongoing communication with MIT Press for publication agreement.
- Leverage subject matter expertise to advise and support other top academic institutions in curriculum development.

NEW YORK UNIVERSITY MEDICAL CENTER CONSULTING CLUB 2011-2012
Founder & President – NYU Medical Center Consulting Club

Established organization for students interested in management consulting.

- Created social network to build interest for the club and attract members, coordinated multiple workshops and seminars, and established large network of recruiters and consultants from top consulting firm.

Postdoctoral Research Fellowship – Institute for Pediatric Neuroscience

Involved in multimodal fMRI-EEG neural dissection of hyperactivity/inattention in autism, research simultaneously recorded fMRI BOLD low frequency oscillations and EEG brain oscillations to draw neural dissection.

ROCKEFELLER UNIVERSITY

2010

Postdoctoral Research Associate – Lab of Neural Systems

Handled setup of fMRI and Eye-Tracking system for neuroimaging research in non-human primates.

UNIVERSITY OF BARCELONA, SPAIN

2006-2009

Pre-Doctoral Fellowship – Cognitive Neuroscience Research Group

Conducted research on emotional modulation of brain mechanisms of involuntary attentional capture and sex effects on such emotional modulation while completing PhD courses. Completed PhD thesis: "The role of COMT, DAT, DRD2 polymorphisms on brain mechanisms of involuntary attention and cognitive control."

Additional Experience:

Research Collaboration | Clinical Neuropsychology Lab at University of Balearic Islands

Research Collaboration | National University of Singapore

Research Collaboration | Neurobiology, Bulgarian Academy of Science

EDUCATION

PhD in Cognitive Neuroscience (Summa Cum Laude) | University of Barcelona, Spain

Extraordinary Graduate Award – Top 1 in UB Medical School

MS in Psychology | University of Granada, Spain

Graduated in Top 3% of Class

SENECA Exchange Program | Autonomous University of Barcelona, Spain

Practical Training in EEG/ERP | Free University of Berlin, Germany

ERASMUS Exchange Program | Radboud University of Nijmegen, The Netherlands

OVERVIEW OF SPEAKING ENGAGEMENTS & PROFESSIONAL ACTIVITIES

- Presentations in high profile marketing and advertising events such as:
 - Nielsen Consumer 360, San Antonio, TX, June 2014
 - Univision Hispanic411 Webinar, July 2014 (approx. 1,000 attendees subscribed)
 - Advertising Week, New York, NY, September 2014
 - Univision Leading the Change, Las Vegas, NV, November 2014
 - ESOMAR LatAm, San Paolo, Brazil, April 2015
- Editorial Board Member in the Journal of Cultural Marketing Strategy
- Lecturer for six international neuroscience and genetics conferences
- Ad-Hoc Reviewer of scientific studies in top neuroscience journals, including Biological Psychiatry and NeuroImage

OVERVIEW OF RESEARCH METHODS AND TECHNICAL SKILLS

- Primary research such as interviews, questionnaires, tests, experiments, etc.
- Secondary research and syndicated data across different business sectors (CPG, media, finance, healthcare, etc.)
- Handling and manipulation of EEG recording equipment, MRI-compatible BrainVision, and Optical Imaging

LANGUAGES

Fluent in **English, Spanish, Catalan** and **German**; skilled in **French**; basic **Dutch** and **Bulgarian**