

INFORMATION RELATED TO BELÉN BARREIRO PÉREZ-PARDO
IDENTITY, PROFESSIONAL PROFILE AND CATEGORY

Belén Barreiro Pérez-Pardo was born in Madrid on 13 May 1968.

She is an independent director.

PhD in Political Science, Sociology and Social Anthropology from the Autonomous University of Madrid and Master in Social Sciences from the Juan March Institute of Studies and Research.

With over twenty years' experience, she specialises in the scientific analysis of society and counselling on social trends and brand strategy. She has written several books and academic papers and is a visiting university lecturer.

She is a member of the Advisory Council of the Spanish Foundations Association, the Advisory Board on Economic Affairs of the Ministry of Economic Affairs and Digital Transformation, and CEO and founder of 40dB, a social and market research agency.

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