



Maria Darmi Ph. D.

CEO
Kantar Belgium

Over 28 years of experience in Insights and consulting, holding leading roles in international strategic and commercial functions.

Maria is the CEO for Kantar Insights function in Belgium as of March 2019, coming from the position of Chief Client Officer for Kantar Insights in the TRIBES region (Turkey, Russia, Israel, Benelux and East Europe), while retains responsibility as global account director for a major Kantar client which she leads since 2016.

Maria has been in Kantar since 2014, and before 2017 she also held other senior roles of Senior Director & Digital Transformation Officer for Kantar Turkey and Managing Director for Kantar Millward Brown Greece.

Before Kantar, Maria held international strategic roles as Strategy & Insights Manager at The Coca-Cola Company for South East Europe, and prior to that as Account Director for P&G at Synovate / Ipsos for the region of Central Eastern Europe, Middle East & Africa. Maria in early 2000, founded Censydiam in Greece, a company that was acquired by Synovate / Ipsos, where Maria continued as Managing Director for Synovate Greece before taking a key account role with Ipsos.

Maria's industry knowledge is across sectors having designed and led consumer insights work at international level, worked across geographies in areas of brand strategy, brand communication, consumer experience journey, behavioural & cultural understanding. Maria holds a Ph.D. degree in Statistics for the Manufacturing Sciences from Cranfield University in the UK, and B.Sc. and M.Sc. degrees in Mathematics and Statistics from the University of Wales in the UK.