

PALOMA GARCIA KING

International Research Services



Research Director USA & South America

EDUCATION & WORK EXPERIENCES

Paloma Gracia King has been in the industry for nearly 20 years. Paloma's specialties include executive business leadership, product innovation, sampling and survey design, CATI, CAPI & CAWI management, offline and mobile interviewing as well as full service mixed-mode field management across a multitude of industry sectors. As Research Director for the USA and South America, Paloma has a passion for building strong relationships and a relentless mission to drive innovation and efficiency. Prior to joining IRS, Paloma was a member of the executive team at Harris Interactive, where she played an instrumental role in developing the company's first full-service project management practices. Paloma serves on the board for both the MMRA and UTA's Master of Science in Marketing Research. Paloma is a widely sought-after global speaker and she has presented at such conferences as AAPOR, ESOMAR, the MRMW North America and Europe, The MRS, The Insights Association, ILEX, SampleCon and she has published research related to business transformation, operational efficiency, data privacy, multicultural insights, participant engagement, online survey design, fraud mitigation and mobile best practices. Paloma attended the State University of New York in the USA where she graduated Magna Cum Laude with a double BA in International Relations and Communication with minors in Political Science & History.

An aerial photograph of a city skyline, likely New York City, during sunset. The sky is a mix of blue and orange, and the city is filled with numerous skyscrapers and buildings. The text is overlaid on the top half of the image.

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CONSULTING & MARKET RESEARCH SERVICES

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