

MARGARET YÚFERA-LEITCH

PROFILE

An accomplished and results-driven research scientist with PhD, MSc, and Honours BA degrees in the field of Experimental Psychology, Research Methods and Statistics, and Honours Psychology. Conducted PhD research into the psychological and neuroscientific underpinnings of obesity, including three year of longitudinal patient monitoring, master's level teaching, seminar courses and peer-reviewed dissemination. Extensive experience in monitoring laboratory investigations from the largest publically funded research initiatives (BBSRC, Robert Wood Johnson Foundation), as well as private companies and research agencies. Fluent in Spanish and English. Passionate about work in the field of Health and Experimental Psychology.

EDUCATION

- University of Sussex**, Brighton, UK *PhD in Psychology*, April 2010
Research: Investigated psychological antecedents of obesity and addictive behaviour
Activities: Psychometric assessment of Impulsivity and Overeating; recruited 200+ patients & volunteers; created EPRIME-programmed statistical behavioural assessments including non-linear regression analysis; submissions to peer-review journals e.g. Eating Behaviours Journal; behavioural observation of overeating in relation to impulsivity assessment
- University of Liverpool**, Liverpool, UK *MSc in Statistics and Research Methods*, September 2005
Thesis: Statistical analysis: precise examination of regression (linear and non-linear), ANOVA, factor analysis; History of Psychology, and behavioural observation study with 70 volunteers
Honours: Awarded 2.1 for Thesis Investigation
- The University of Western Ontario**, Ontario, Canada *B.A. (hon.) in Psychology*, May 2003
Honours: Received Dean's Distinction for thesis (90% and higher); GPA: 84.8%
Coursework: Clinical Psychology, Biopsychology, Cognitive Psychology, Behavioural Psychology, Industrial Organizational Psychology, Marketing, Finance and Managerial Accounting, with a Minor in Commerce

PROFESSIONAL EXPERIENCE

- Hudson Institute, Washington DC** **February 2011- October 2011**
Research Fellow, Obesity Solutions Initiative
- Conducted Statistical Analysis for American domestic Consumer Packaged Goods industry using both linear and non linear models (regression, logistical regression) to investigate the relationship between financial performance and sales of better-for-you products
- University of Sussex**, Brighton, UK **October 2006–October 2010**
Graduate Teacher of Statistics
- Conducted classes for approximately 30-50 Biopsychology and Clinical Psychology students.
 - Demonstrated all intermediate methods of statistical modelling, including data exploration and transformation, linear/non-linear regression, ANOVA, data transformation, factor analysis, and chi-square.
- Senior Research Fellow** **October 2005–October 2006**
- Received BBSRC awarded grant to investigate human learning and macronutrient preference
 - Designed three double blind behavioural observation studies and calculated specific quantitative analysis of appetite, including eating rate, pleasure sensation, and satiety using behavioural observation software.
 - Participated in the recruitment process of participants and analysed extensive data using SPSS and excel.
 - Published results in peer-reviewed journals leading to the success of this project.
- P1Vital, Contract Research Organization (CRO)**, Liverpool, UK **December 2004–May 2005**
Research Assistant
- Investigated the effects of caffeine on appetite in adult men through behavioural observation process and data entry using Excel, SPSS, and final statistical analysis.
 - Completed recruitment process of 60 adult males in a one-month time period.
 - Investigated Sibutramine and effects on animals (rats)
 - Conducted fat dissection and behavioural monitoring of rats after administration of compound, SR 141716

Wrigley's International, Liverpool, UK

Research Assistant

January 2005–June 2005

- Investigated the effects of chewing gum and appetite.
- Conducted design and maintenance of the experiments, and patient recruitment.
- Completed investigations at top speed and efficiency and concluded everything a month ahead of schedule.

PROFESSIONAL EXPERIENCE (CONT'D)

Big Rock Brewery, Calgary, Canada

Marketing Analyst

September 2003–September 2004

- Analysed effect of sales promotions via Return on Investment and sensitivity analysis, which included collection, and evaluation of data for existing and potential products.
- Identified and monitored competitors via Internet searches, industry publications, weekly sales and market reports.
- Composed the weekly updates 'Industry Progress Program' by highlighting changes within industry at a local, provincial, national, and international level to inform sales representatives of the market conditions.

Marketing Assistant, Calgary, Canada

January 1999–January 2003

- Handled all merchandizing issues, including distribution and organizing of sales program and installation of all promotional materials to over 200 liquor outlets within the province of Alberta.
- Coordinated and implemented Big Rock Brewery's online store for clothing and merchandise in 2000.
- Conducted beer tasting events, showcased Big Rock Products, and ensured each liquor vendor where the tasting was held increased sales of Big Rock Products approximately by 20%.

LANGUAGES AND OTHER SKILLS

Bilingual in English and Spanish; Basic knowledge of French and Italian

Proficient in Statistical Analysis: SPSS (excellent) SAS (basic)

AWARDS AND LEADERSHIP

Big Rock Lecture Series Speaker

Total Value: Contributed \$3000.00 to University of Calgary scholarships

Basis: sold out talk on the Consciousness of Eating at Big Rock Brewery

Recipient of Canadian Obesity Network Summer Research Scholarship ~ 2011

Total Value \$1600.00

Basis: Complete week long Summer Boot Camp to gain comprehensive understanding of obesity and its causes

Graduate Teaching Award, University of Sussex ~ 2006–2010

Total Value £48,000.00

Basis: Plan and implement an original doctoral research project. Total Competitors: 200

BBSRC Fellowship: Investigating human learning and food preferences ~ 2006

Total Value: £24,000.00

Basis: Successful proposal of experiments to investigate human learning and motivation for overeating high fat foods.

Young Investigator Award: MSc and PhD students showing original research

British Feeding and Drinking Group ~ 2006; British Feeding and Drinking Group ~ 2009

Conference Presentations:

British Feeding and Drinking Group ~ 2005 (Talk and Poster)

British Feeding and Drinking Group ~ 2009 (Talk)

Society for the Study of Ingestive Behaviour ~ 2008 (Poster)

North American Association for the Study of Obesity ~ 2005 (Poster)

President, Western Investment Club, 390 members:

Responsibilities included managing a budget of \$110,000, achieved 15% growth

Directing all weekly meetings and assessing feasibility of investments and analysts' financial projections

PUBLICATIONS

- Differential hedonic, sensory and behavioral changes associated with flavor-nutrient and flavor-flavor learning. *Physiology & Behaviour* 2009; 93(4-5): 798-806
- Effects of energy density and portion size on development of acquired flavor liking and learned satiety. *Appetite* 2009; 52(2): 469-478
- Impulsivity is associated with the disinhibition but not restraint factor from the three factor eating questionnaire. *Appetite* 2008; 50(2-3): 469-476
- Lean and obese differences in consumptive response to pre-ingestive food cues. North American Association for the Study of Obesity Conference. *Obesity Research* 2005; 13: A49.

REFERENCES

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