

DR VALERIA RAMIREZ

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EDUCATION

Ph.D. in Sociology - Science and Technology Studies. University Gustave Eiffel, France. 2023

Dissertation: Trust, authority and digital metrics: The datafication of public relations, measurement disruption and the birth of a new professional expertise (awarded without corrections).

+ **MSc in Social Sciences and Humanities – Inf. and Communication Technologies.** University Paris Est, France. 2013 (Awarded with distinction) + **MSc in Economics, Business Journalism and Financial Information.** Universidad Complutense de Madrid. Spain. 2008 + **MSc in Journalism.** Universidad Europea de Madrid. Spain. 2007

PROFESSIONAL EXPERIENCE

Since September 2023. Research Associate at the Policy Evidence Unit for University Commercialisation and Innovation, based at the Institute for Manufacturing, University of Cambridge

- Currently leading a Research England funded project looking to improve and develop our analytical frameworks for capturing the breadth of Knowledge Exchange and for measuring the health, performance and impact of the KE system. The outcomes will inform the development of the new [national capability and centre in KE data, metrics and evidence](#)
- Awarded a 2K grant from the West Hub Researchers Fund, for the project 'Bridging STEM and AHSS minds and hearts' aiming to promote interdisciplinary problem-solving research collaborations in West Cambridge.

2019-2023. Sciences Po, France. Lecturer

- Teaching the Digital Culture unit to undergraduate students from a range of different nationalities.
- Tutoring and supervising the students' final projects on digital innovations and emerging technologies.
- Designing evaluation and assessment tools for the module.

2018-2023 Laboratoire Interdisciplinaire Sciences Innovations Sociétés (LISIS) – Doctoral Research Associate

Selected projects

- Designing and conducting quantitative and qualitative research methods (e.g. interviews, focus groups, traditional and digital ethnography, network analysis or web scraping with tools such as NVivo, CorText and Gephi)
- Training for the Food and Agriculture Organization (FAO) Virtual Learning Centre. Course on core communications principles for enabling sustainable and local food systems. October 2022 and 2023.
- Designed, organised and successfully delivered a research impact Social Sciences Hackathon at the Cumberland Lodge for the ESCR South Coast Doctoral Training Partnership (Univ. of Southampton, Brighton and Portsmouth). April 2022
- Designed and implemented workshops to raise awareness on research impact and support social sciences doctoral candidates in their own business projects. Offered personal support for those most interested. 2019-2020
- Applied my doctoral research on digital KPIs to offer consulting services, providing actionable insights, training, and co-creating a measurement framework for communication partnerships. 2018-2022

Awards, grants and research project management

- Obtained a 70K€ doctoral grant for an independent research program from the Mexican science institution CONACYT and the French Government (2018)
- Awarded various institutional funding prizes to secure conferences attendance: AoIR 2019 in Brisbane (Australia), 4S 2020 Canada (online), IFRIS 2021 Doctoral School in Avignon (France) and 4S 2021 in Cholula (Mexico).
- Awarded one week funding for research fieldwork (London, 2020) by the OMI Doctoral School
- Creating proposals and contracts while establishing administrative frameworks to facilitate both national and international projects.

2015-2023 University of Paris Est Gustave Eiffel, France. Senior lecturer

- Led postgraduate units on Communication Strategy and Community Management, integrating creative assessment methods, including NGO partnerships for co-creating communication strategies.
- Delivered online and offline teaching using platforms such as Zoom, Moodle, Teams, and Woodlap, while organising fieldwork logistics and business visits.

- Supervised student projects and dissertations, provided personal tutoring, and served as a jury member for master's degree validation.

2014-2017 Sircome, France. Head of marketing and communications, consultant and researcher.

Managed multiple complex projects in parallel:

- Led communication strategies for start-ups, research institutes, and spin-offs, including audits, organisational research, and stakeholder engagement at board meetings and events.
- Established and managed a marketing communications department, overseeing budgets, service providers, corporate materials, and focus groups in the UK and France.
- Designed and implemented innovative solutions for research projects, including experimental tools for consumer behaviour studies and large-scale digital data analyses for environmental agencies.

elected references: The National Institute of Geographic and Forestry Information, the French Ministry of Education and Research, the Institute of Science and Technology for Transport, Development and Networks, GroupeSEB, the The Industries & Agro-Ressources cluster (IAR), Afyren and Ynsect.

2014. Salon des Solidarités, France. Partnerships and exhibition coordinator

- Planned and executed the Spain & Latin America Pavilion, managing 7 NGOs, 22 volunteers, conferences, workshops, travel logistics, and high-profile protocol, while securing international press coverage through a targeted communication plan..

2012-2013. Easyvoyage.com, France. Online Marketing Spain Assistant

- Managed search engine advertising, optimisation campaigns, blogger outreach, and conversion tracking using tools like Google Analytics and Xiti AT Internet.

2008 - 2012. SAB Silvia Albert in Company PR Agency, Spain, Account manager

- Designed and implemented strategic communications and crisis management initiatives, including guides, training, and crisis simulations for clients across sectors such as pharmaceuticals, banking, and innovation.
- Conducted communication audits, managed internal and external channels, and executed online strategies, marketing services, and social media initiatives.
- Organised press conferences, events, and training sessions while leading CSR initiatives, including a solidarity projects
- Managed internal and external communication channels for clients, including writing, editing, and coordinating newsletters, publishing magazines and brand content embedded in national newspapers.

Selected references: Inversis Bank (now Andbank), CMS Law firm, The Tax Inspectors Trade Association, Bank of America Merrill Lynch, Royal Bank of Scotland, Merck Serono and MSD pharma.

2006-2008. O2-Telefonica, Spain. Media analyst and internal communications officer

2007 elEconomista.es, Spain. Journalist.

2005-2006 Milenio Diario, ABC Radio and Diario Excelsior. Mexico. Journalist. Europe Correspondent

2003-2004. Mexican Federation of Journalists, Mexico. Annual conference event organiser's assistant.

2003. GDV Market research & analysis, Mexico. Market research surveyor

2002 Attorney general's office, Mexico. Journalist

1999-2004 Travel Agency (family business), Mexico. Admin. officer, consultant and tour guide

MEMBERSHIPS AND ACADEMIC CITIZENSHIP

- Affiliate postdoc Clare Hall College, Cambridge
- Postdoctoral representative and liaison at the IfM Council, Clare Hall College and the Equity, Diversity and Inclusion (ED&I) committee of Engineering department.
- Member of European Association for Studies of Science and Technology (EASST), Society for Social Studies of Science. Chair of the Cambridge Science and Technology Studies (STS) Network.
- 2024 Founder member of SCaN – a network of researchers with an interest in STS and linked to Cambridge.

LANGUAGES

Spanish (native), English and French (both Full Professional Proficiency)

Appendix

List of Academic publications, conferences and guest lectures

PUBLISHED

- Ramirez, V. (2023). *Trust, Authority, and Digital Metrics: The Datafication of Public Relations, Measurement Disruption, and the Birth of a New Professional Expertise* (Doctoral dissertation, University Gustave Eiffel, 382 pages). Submitted for the award of Doctor of Philosophy in Sociology and Science and Technology Studies. Paris, France. Detail available at <https://hal.science/tel-04527894>. - Text embargoed for book publication but available for consultation here <http://bit.ly/3TEjXOG>
- Ramirez, V. (2021). *The Grammar of Meaningful Metrics*. In *Conference Proceedings* (27 pages), *Invisibilités: Institution, Destitution et Restitution dans les Sciences et les Technologies*. Available at: (<https://hal.science/hal-04527911>).
- Jahnich M, Ramirez V, Boulbry G, Dupre M., Ferrerira, E., (2018). L'usage des concepts de « gaspillage » et de « gâchis » dans les discours pro-environnementaux [The use of the concepts of "waste" and "squander" in pro-environmental narratives]. 39 pages. [ADEME](#)
- Boulbry, G., Dupré, M., Ferreira, É., Coco, C., Jahnich, M., & Ramirez, V. (2018). *Les réactions cognitives et conatives des citoyens face à l'usage du concept de gaspillage dans les communications environnementales*. [The cognitive and conative reactions of citizens in relation to the use of the concept of waste in environmental communications]. 42 pages [ADEME](#).
- Boulbry, G., Dupré, M., Ferreira, É., Jahnich, M., Ramirez, V., & Coco, C. (2018). *L'étude des pratiques, discours et représentations relatifs au gaspillage et au gâchis*. [The study of practices, discourses and representations relating to waste]. 37 pages [ADEME](#).
- Dupré, M., Jahnich, M., Ramirez, V., Boulbry, G., & Ferreira, É. (2016). *The Influence of Lifespan Labelling on Consumers* (CES/CSS/1/2015; 102 pages). SIRCOME, from research to action agency ; Université Bretagne Sud ; University of South Bohemia ; The European Economic and Social Committee (EESC). <https://doi.org/10.2864/103864>
- Ramirez, V. (2013). *Twitter au service des relations presse: Un outil indispensable ?* [Twitter in Public Relations: An Indispensable Tool?]. (Master's thesis. History, Philosophy and Sociology of Sciences. Université Gustave Eiffel, 127 pages).

IN PREPARATION

- Ramirez, V. The measurement and evaluation rules of a professional segment of PR experts. For Journal [Réseaux](#)
- Ramirez, V. In *Data We Trust—Metrics, authority and professional expertise. Lessons from a professional group that succeeded in preserving their expert authority despite technological upheaval* – Book from dissertation
- Ramirez, V., & Stephens, R. An exploration of the Mexican frugal innovation landscape. From 4S conference presentation. [Reunion, Recuperation, Reconfiguration](#). – Book chapter
- Ramirez, V., Ulrichsen, T. Assessing the social value of university partnerships and academic driven knowledge exchange (KE). From *Making and Doing Transformations. Joint Conference of the Society for Social Studies of Science (4S) and the European Association for the Study of Science and Technology (EASST)*.

ACADEMIC TALKS, CONFERENCES AND GUEST LECTURES

- 'The quantification of social worlds: measuring communication performance in the digital age'. Clare Hall College. Lunchtime Talks Michaelmas. November 2024
- 'From planned obsolescence to reparability. The impactful pathway of a social sciences research on consumer behaviour and industry policy'. West Cambridge Research Showcase. November 2024.
- 'Assessing the social value of university partnerships and academic driven knowledge exchange (KE)' at the 11th quadrennial joint conference of the European Association for the Study of Science and Technology (EASST) and the Society for the Social Studies of Science (4S). Amsterdam. July 2024.
- 'Science and Technology Studies for Innovation. The case of digital KPIs, measurement and performance'. Institute for Manufacturing. University of Cambridge. April 2024.
- 'Communicating Sustainable and Local Food Systems' Food and Agriculture Organization (FAO) Virtual Learning Centre course on enabling sustainable and local food systems. October 2023.
- 'Digital Measurement for Corporate Communications'. Guest lecture. Faculty of Media & Communication. Bournemouth University. UK. February 2023
- 'An exploration of the Mexican frugal innovation landscape'. Presented at The Society for Social Studies of Science (4S) annual conference: Reunion. Recuperation. Reconfiguration. Cholula, Mexico. December 10, 2022
- 'Core principles of communication'. Food and Agriculture Organization (FAO) Virtual Learning Centre course on enabling sustainable and local food systems. October 2022.
- 'Is Data Enough to Evaluate Influence? The Birth and Evolution of a Measurement Industry'. Presented at The Society for Social Studies of Science (4S) annual conference: Practices and Methods in Unequal Worlds. Canada/online. October 6, 2021. [Link](#)
- 'The Use of Digital Metrics to Prove Value: The Case of the Communications Professional'. Presented at The Society for Social Studies of Science (4S) annual conference: In Practices and Methods in Unequal Worlds. Canada/online. October 8, 2021. [Link](#)
- 'The grammar of meaningful metrics' Presented at the IFRIS Doctoral School 2021: In/Visibilités Institution, destitution et restitution dans les sciences et les technologies. Avignon, France. September 9, 2021.
- 'Journalism and Communications'. Guest lecture. Faculty of Communications Universidad Franco Mexicana. Mexico. July 2021
- 'Communication strategies in social media.' Guest lecture at the Faculty of Media and Information Sciences at the Universidad Complutense de Madrid. Spain. April, 2011

SELECTED EVENTS AND WORKSHOPS

- [workshop] 'The Meaningful Metrics of KE in Social Sciences, Arts and Humanities: Purpose, Contextuality, Causality, Robustness and Transparency'. Delivered to practitioners of university knowledge exchange, technology transfer and research commercialisation at the annual PraxisAuril Conference, June 2024
- [hackathon] 'From PhD research to action: hack your Soc-sci research' A research impact Social Sciences Hackathon at the Cumberland Lodge for the ESCR South Coast Doctoral Training Partnership (Univ. of Southampton, Brighton and Portsmouth). April 2022
- [workshop] Digital metrics for communications professionals. A series of co-creation workshops to create a measurement framework and upskill the employees of the French Environmental Agency's communication department. 2020-2022
- [workshop] 'Hack your Soc-sci research'. Two half-day workshops to develop research to action skills and guidance to foster non-academic collaboration. ESCR South Coast Doctoral Training Partnership Post-graduate level. October 2020
- [round table] Intervention in the round table 'Cultural promotion and popularisation in a digital era', day event around digital culture organised by the Mexican Embassy in Paris. (Orsini, N., Baldeyrou, C., Jiménez, D., Carré, M. Ramirez, V., *La promotion et la diffusion culturelles à l'ère numérique. Rencontre Mexique-France. La culture à l'ère numérique, Paris, France*) 2019 [Link](#)
- [workshop] 'Technological upskill for non-profit organisations Training in the context of the e-change platform of the Ritimo Association, in the form of an 8-hour workshop presentation. September 2018
- [conference] '#ComRecherche: the strategy to face the challenges of the research sector' Presentation of the SIRCOME observatory of the digital communication of research institutions, study conducted with the support of the Ministry of Research. December 2016
- [conference] 'Inbound Marketing: CSR to consolidate your content strategy' Intervention in the context of the HubSpot User Group Paris meeting entitled 'Lead nurturing: how to design the best performing HubSpot Workflows'. October 2016
- [workshop] 'Optimising job search using social networks' Five half-day workshops held at the Résonances Humanitaires association 2013-2016
- [conference] Moderation of the conference 'The crisis of NGOs in Spain' with the participation of Ignacio González Martínez, president of the association of Amicitia, as part of the Salon des Solidarités. June 2014

- [conference] 'Volunteering in Latin America: safety precautions' Workshop with coordination with Doctors of the World. Intervention as part of the Salon des Solidarités. June 2014
- [workshop] 'Socialmedia for small business and personal Branding '. Madrid Town Hall CAF1. May, 2012

MEDIA APPEARANCES

- Digital platforms: between fact-checking and community notes. Interview. Radio France International. 2025 (ES) [Link](#)
- Twitter: 'Elon Musk late arrival to the social media party' Interview. Radio France International. 2022 [Link](#)
- Telecommuting, the social revolution driven by the pandemic. Round Table. France24-TV. 2020 [Link](#)
- Living with the pandemic: human tracking or smartphone apps? Interview. Radio France International. 2020 [Link](#)
- Covid-19 Media coverage. Paris correspondent. Milenio TV. April 2020.
- Notre Dame Fire Media coverage. Paris correspondent. Milenio TV. April 2019.
- Paris-América: the cultural industry and its promotion in a digital age. Interview. Radio France International. 2019 [Link](#)
- Towards a more responsible communication. Interview. Mathieu Jahnich. 2017 [Link](#)

SELECTED JOURNALISTIC OUTLETS

- **'The myth of profit behind planned obsolescence'**. Revue Alto Nivel, Mexico City, Mexico. September, 2016. [Link](#)
- **'Paris committed to sustainable mobility'**. Journal La Silla Rota. Mexico. December 5, 2015.
- **'Tremble, we are overtrained'**. Journal La Silla Rota. Mexico. November 17, 2015.
- **'Streisand Effect: game rules in social networks and Web 2.0'**. Aranzadi Legal News Magazine. Spain. December 22, 2011. No. 833, p.13. ISSN 1132-0257. [Link](#)
- **'The return on investment in social media and online communication'**. Aranzadi Legal News Magazine. Spain. November 10, 2011. No. 830, p. 10. ISSN 1132-0257. [Link](#)
- **'My legal firm on Facebook?'**. Legal Today. Spain. October 7, 2011. [Link](#)
- **'Lawyers leading crisis communication: guidelines for developing the action plan'**. Aranzadi Legal News Magazine. Spain. July 21, 2011. No. 825, p.12. ISSN 1132-0257. [Link](#)
- **'Crisis and online reputation in law firms'**. Aranzadi Legal News Magazine. Spain. May 12, 2011. No. 820, p.13. ISSN 1132-0257. [Link](#)
- **'Lawyers and social media... seriously'**. Legal Today. Spain. March 29, 2011. [Link](#)
- **'The European dream in a month'**. Excelsior Journal. Mexico. DF, August 22, 2006. p. 6. ISSN 0 37287 11444 1.
- **'Civil war and the Spain that could has been, refugee in Mexico'**. Journal Milenio Diario. Mexico. December 14, 2005. p. 29. ISSN 7 503009 929011
- **'Young people working for youth. Awards for social programs'**. Journal Milenio Diario. Mexico. August 24, 2005, p. 39. ISSN 7 503009 929011
- **'Democratic Vanity, the No state 32. Study of the National Polytechnic Institute'**. Journal Milenio Diario. Mexico. August 15, 2005, p. 47. ISSN 7 503009 929011
- **'Water Jackets. Young high school youth earn the national award'**. Journal Milenio Diario. Mexico. July 4, 2005, p. 7 503 009 39 929 011 ISSN
- **'Culture gore, blood seduction'**. Journal Milenio Diario. Mexico. June 16, 2005, p. 37. ISSN 7 503009 929011
- **'Youth Projects 2005. For the benefit of the community'**. Journal Milenio Diario. Mexico. D. F., June 8, 2005, p. 39. ISSN 7 503009 929011
- **'Egyptian Tomb, available to Mexican students'**. Journal Milenio Diario. Mexico. DF, May 27, 2005, p. 39. ISSN 7 503009 929011
- **'Mexican revolutionizes transplant method. National Research Award in Oncology'**. Journal Milenio Diario. Mexico DF, May 9, 2005, p. 39. ISSN 7 503009 929011
- **'Tenth mini-robotics contest. Technology for everyday'**. Journal Milenio Diario. Mexico DF, May 18, 2005, p. 39. ISSN 7 503009 929011