



Mara V. Galmarini

🏠 Av Monroe 3677, CABA, Argentina

☎ +54 9 115982 9272

✉ mara.galmarini@utdt.edu – lg @mara.comidologa

👤 DNI 28380099 CUIT 27-28380099-2

Personal statement of intent

Sensory sciences study the relationship between consumers and mass-consumption products (food, beverages, personal care) based on sensory perception. It is a cross-disciplinary field where physiology, statistics, psychophysics, neuroscience, anthropology, experimental economy and nutrition (among others) converge to generate knowledge about human behavior.

Working in this relatively new discipline allows me to develop applied sensory methodologies with consumers (e.g. dynamic methods, free-comment analysis), and to design crossmodal studies in which music or environmental context (virtual or immersive reality) modulate consumers' perception of products ranging from classic items such as coffee or fruits to cultural effects on food-beverage associations and the use of novel ingredients such as flowers.

My professional work also includes strong engagement in mentoring and training early-career scientists, supervising undergraduate, graduate, and doctoral students both in laboratory and applied consumer-research environments. Through this role, I foster the development of methodological skills, critical thinking, and scientific communication in emerging researchers.

In parallel, I am actively involved in science communication, contributing regularly to national media, public outreach programs, and social-media platforms to promote evidence-based understanding of food technology, sensory perception, and consumer behavior. This work aims to bridge scientific knowledge with society, counter misinformation, and make sensory and consumer science accessible to a broader audience.

Education and training

2005 - 2010	PhD, Universidad de Buenos Aires Universidad de Buenos Aires (UBA), Facultad de Farmacia y Bioquímica, Argentina
1999 - 2004	B.S. in Food Technology Pontificia Universidad Católica Argentina (UCA), Facultad de Ciencias Agrarias <i>Diploma de honor, average: 8.95 (1-10)</i>
1994 - 1998	Bilingual High School St. Patrick's School. Buenos Aires, Argentina

Experience in research

2012 – to date	Researcher CONICET (Consejo Nacional de Investigaciones Científicas y Tecnológicas), Buenos Aires, Argentina <u>Host institution:</u> Laboratorio de Neurociencia, Universidad Torcuato Di Tella 2024 – to date Independent Researcher 2017 - 2024 Associate Researcher 2012 - 2017 Assistant Researcher
2023 (June-August)	Centre des Sciences du Goût et l'Alimentation (CSGA) - Institut de la Recherche Agronomique (INRA), Dijon, France Fixed-term contract (CDD): <i>Systematic Scoping Review on dynamic sensory methods.</i>
2018 (May-August)	CSGA -INRA, Dijon, France CDD: <i>Development and application of temporal sensory methods.</i>
2017 (May-August)	CSGA -INRA, Dijon, France CDD: <i>Development and application of temporal sensory methods</i>
2014 - 2016	CSGA -INRA, Dijon, France Marie Skłodowska-Curie Postdoctoral Excellence Fellowship Research topic: <i>"Temporal sensory interactions in the combined consumption of wine and cheese"</i>
2011 - 2012	CONICET, Buenos Aires, Argentina Postdoctoral Fellowship Research topic: <i>"Innovative procedure to encapsulate wine polyphenols in an amorphous matrix"</i>
2011 (Sep. - Nov.)	École Supérieure d'Agriculture d'Angers, Francia. Postdoctoral training <i>Characterization of wine polyphenols by HPLC and antioxidant capacity evaluation (FRAP and DPPH).</i>
2006 - 2011	CONICET, Buenos Aires, Argentina Doctoral Fellowship Research topic: <i>"Physicochemical and sensory evaluation of the disaccharide trehalose as a functional additive in foods" (funded by PICT grant)</i>

Peer-reviewed publications

h-index: 21; i10-index: 29

39 total publications (the last 5 years are presented)

- Guberman, M. A., Sakdavong, J. C., & **Galmarini, M. V.** (2025). Modulating Taste Perception Through Color and Shape: A Mixed Reality Study on Solid Foods. *Frontiers in Computer Science*, 7, 1512931.
- Guberman, M., Soteras, T., Méndez, I., & **Galmarini, M. V.** (2025). Instrumental texture and sensory characteristics of freeze-dried starfruit snacks with added trehalose and sucrose. *INNOTECH*, (29 ene-jun), e681-e681.
- Visalli, M., Plano, S., Tortorello, C., Vigo, D., & **Galmarini, M. V.** (2025). Development and validation of a protocol to determine product perception in relation to the moment of the day. *MethodsX*, 14.
- Soteras, T., Szerman, N., Merayo, M., Vaudagna, S. R., Denoya, G. I., Guerrero, L., & **Galmarini, M. V.** (2025). Are Argentinians ready for plant-based meat alternatives? A case study on awareness and willingness for consumption. *Appetite*, 206, 107817.

- Machado-Oliveira, M. C., Rodrigues, H., Bisconsin-Junior, A., Camillo, G. H., Sierra, H., Alegbeleye, O., Gomez-Corona, C., Micetic-Turk, D., Paucar-Menacho, L.M., Chinchá, A.I.A., Gomez-Zavaglia, A., **Galmarini, M.V.**, Hudaa Neetoo, S. & Sant'Ana, A. S. (2024). The role of culture in the representation of probiotic foods. *Food Research International*, 114859.
- Galmarini, M.V.** (2024) Sensory research and Temporal Descriptive Methods: where is this relationship going? *Science Talks*
- Arellano-Covarrubias, A., Varela, P., Escalona-Buendía, H.B., Gómez-Corona, C, **Galmarini, M.V.** (2024) Exploring food and beverage pairing from a cross-cultural projective mapping. *Food Research International*, 114515.
- Alvarez Gaona, I.J., Fanzone, M.L., Chirife, J., Ferreras-Charro, R., García-Estévez, I., Escribano-Bailón, M. T., **Galmarini, M.V.** (2024) Phenolic composition and sensory dynamic profile of chocolate samples enriched with red wine and blueberry powders. *Food Research International* 179.
- Visalli, M., **Galmarini, M. V.** (2024) Multi-attribute temporal descriptive methods in sensory analysis applied in food science: A systematic scoping review. *Comprehensive Reviews in Food Science and Food Safety* 23 (1), 1-45
- Visalli, M., **Galmarini, M. V.**, & Schlich, P. (2023). Use of temporal sensory evaluation methods with consumers: a position paper. *Current Opinion in Food Science*, 101102.
- Gaona, I. J. A., Fanzone, M. L., **Galmarini, M. V.**, Chirife, J., Ferreras-Charro, R., García-Estévez, I., & Escribano-Bailón, M. T. (2022). Encapsulation of phenolic compounds by spray drying of Ancellotta and Aspirant Bouchet wines to produce powders with potential use as natural food colorants. *Food Bioscience*, 50, 102093.
- Visalli, M. and **Galmarini, M.V.** (2022). Multi-attribute temporal descriptive methods in sensory analysis applied in food science: Protocol for a scoping review. *PloS one*, 17(7), e0270969.
- Gaona, I. J. A., Fanzone, M., Sari, S., Catania, A., Coronado, I., Jofré, V., Zamora, M.C. & **Galmarini, M. V.** (2022). Multi-method sensory approach to describe the effect of microwave-assisted extraction and addition of stems on the mouthfeel sensations of Bonarda wines from Mendoza (Argentina). *Wine Studies*, 7(1).
- Galmarini, M. V.**, Paz, R. S., Choquehuanca, D. E., Zamora, M. C., & Mesz, B. (2021). Impact of music on the dynamic perception of coffee and evoked emotions evaluated by Temporal Dominance of Sensations (TDS) and Emotions (TDE). *Food Research International*, 110795.
- Galmarini, M. V.** (2020). The role of sensory science in the evaluation of food pairing. *Current Opinion in Food Science*, 33, 149-155.

Books and book chapters

- Visalli, M. & **Galmarini, M. V.** (Eds.). (2026). *Applications of open-ended questions and text data in sensory and consumer science*. Springer.
- Galmarini, M.V.** & Zamora M.C. 2019. Métodos descriptivos dinámicos. En: *Introducción al análisis sensorial y estudios con consumidores: Nuevas perspectivas*. Editado por XOC Estudio.
- Symoneaux, R. & **Galmarini, M.V.** 2014. Open-ended question. In: *Novel Techniques in Sensory Characterization and Consumer Profiling*. Edited by CRC Press/Taylor & Francis Group, LLC.
- Galmarini, M.V.**, van Baren, C., Zamora, C., Chirife, J. 2010. Trehalose as a drying aid of fruit products: influence on physical properties, sensory characteristics and volatile retention. In: *Multidisciplinary Approaches on Food Science and Nutrition for the XXI century*. Edited by: Research Sign. ISBN: 978-81-7895-504-9

Invited lectures and courses (total 14, only 3 last years presented)

- May 2025. Keynote speaker (50 minutes). "From virtual to real: investigating sensory cross modal interactions through immersive technologies", in the **3rd International Congress on Advances in Sensory Science and Consumer Research**, Campinas, Brasil.

September 2024. Speaker. "El Sabor Del Color: Uso de Realidad Virtual Para Estudiar El Impacto Del Color en la Percepción Del Gusto", I Argentine Congress of Cognitive Sciences, Buenos Aires, Argentina.

August 2024. Master class for South Carolina University students. "The proof of the pudding is in the eating", Universidad de San Andrés

June 2024. Keynote speaker (45 minutes). "Cuando el momento importa: implementación de métodos descriptivos temporales multi-atributo", in **3^{er} SenseLatam**, Antioquia, Colombia.

June 2024. Course (2 hours). "Métodos temporales: los si, los no y los no sabemos", in **3^{er} SenseLatam**, Antioquia, Colombia.

May 2024. Keynote speaker (50 minutos). "Use of multi-attribute temporal descriptive methods", in **2nd International Congress on Advances in Sensory Science and Consumer Research**, Campinas, Brasil.

October 2023. Course (3 hours). "Métodos dinâmicos en análisis sensorial", en el marco del **18^{avo} Congreso de Ciencia y Tecnología de Alimentos**, organized by Asociación Argentina de Tecnólogos en Alimentos.

August 2023. Keynote speaker (45 minutes). "Sensory research and temporal descriptive methods: where is this relationship going?", in **15th Pangborn Sensory Science Symposium, Nantes, Francia. Organizado por Elsevier.**

Teaching experience

Undergraduate level

2026 – to date	Full-time professor at Universidad Torcuato DiTella – Bachelor in Behavioral Sciences
2024 – 2025	Visiting professor of Sensory Science and Consumer Behavior – minors in Neuroscience and Marketing, Universidad Torcuato Di Tella .
2024 – 2025	Visiting professor of Sensory Science and Consumer Behavior – Bachelor in Behavioral Sciences, Universidad de San Andrés .
2017 - 2023	Associate professor of Sensory Quality Analysis – Food engineering, Facultad de Ingeniería y Ciencias Agrarias (FICA), UCA .
2020 – 2023	Proffesor of Taller 3: Sensory Analysis – Bachelor in Food Technology, UNAHUR
2019 - 2023	University advisor, General tutor for first year students in Food Engineering, FICA, UCA .
2007 - 2014	Assistant Professor of Analytical Chemistry and Instrumental Analytical Chemistry – Food Engineering, FICA, UCA .
2004 - 2006	Assistant Professor of Food Chemistry I and II – Food Engineering, FICA, UCA .

Posgraduate and foreign universities

2026 – to date	Academic co-director of the Micromaster in Behavior and Business, Business School, Universidad Torcuato Di Tella
2019 (November)	<i>"Sensory Analysis of Food: Dynamic Methodologies and Their Applications with Consumers"</i> , Universidad Peruana Unión (filiales Lima y Juliaca)
2013 (May - July)	<i>Product development at the Master Vintage Program (Erasmus Mundus), Ecole Supérieure d'Agriculture d'Angers (ESA), France</i>

Awards and recognitions

- 2025 First place, “Alfredo Canavese” Teaching Merit Award, granted by Universidad Torcuato Di Tella for the 2024 first-semester course Sensory Sciences and Consumer Behavior.
- 2025 First place, Best Professor in the Bachelor’s in Business Administration and Bachelor’s in Business Economics programs, awarded by the Business School for teaching the course Sensory Sciences and Consumer Behavior during the first semester of 2024
- 2022 First Honorable Mention in the Federal Ideas Competition organized by the Ministry of Science, Technology and Innovation (MinCyT), thematic area: Food and Beverages. Project: “Development of sonic tableware to promote sugar intake reduction,” submitted as a team with Sebastián Tedesco, Bruno Alejandro Mesz, and Juan Cruz Amusatogui.
- 2019 Tanner award to the most cited scientific paper in the Journal of Food Science, granted by the Institute of Food Technologists.
- 2017 American Association of Wine Economists (AAWE), best original research work *“Wine and cheese: two products or one association? A new method for assessing and communicating on wine-cheese pairing”* en la 11th Annual AAWE Conference en Padua, 2017.
- 2016 Young Scientist Award, best oral presentation *“Having cheese with wine... always a good idea! A sensory proof based on the use of Temporal Dominance of Sensations (TDS)”*. European Association of Wine Economists (2016).
- 2015 Young Scientist Award, 11th Pangborn Sensory Symposium. Granted to the work: *“How about some cheese with that wine? Use of Multi-Intake Temporal Dominance of Sensations to evaluate the influence of cheese on wine perception and appreciation.”* Por ELSEVIER
- 2013 Arcor National Award for Innovation in Food Technology. 2013. Assistant researcher in the project "Development of a high quality powder containing the polyphenols of red wine and its application as an ingredient in healthy beverages" directed by Dr. M.C. Zamora.
- 2010 Panamerican Bimbo Award in Food Science and Technology. Young researcher category on the work: *“Evaluation of the disaccharide trehalose as an ingredient to optimize the preservation of fruits by dehydration.”*
- 2010 Dr. Cattaneo Award, granted by the Argentine Chemical Association. Best PhD thesis in bromatology

Complementary information

English	Oral: bilingual Escrito: bilingual
French	Oral: bilingual Escrito: advanced
Communication	<i>Scientific journalism</i> dictated by Matías Loewy and collaborators at the Centro de Divulgación Científica y Técnica del Instituto Leloir. Science communication in different media.