

Access to Experts



Barbara Cador
Global Head of CX
Kantar

Born in London and raised in Germany by an Italian father and a French mother, Barbara got a Master's Degree in Communication and Advertising-Psychology from the Ludwigs-Maximilians-Universität in Munich.

She has had 15 years' experience as CMO and PR-Director in a variety of sectors such as Luxury, Beauty goods and Financial services before joining Kantar.

Since then she has a variety of roles at Kantar, such as taking over responsibilities for Global Clients our advising key markets on client centricity and strategy implementation.

Barbara Cador is today the Global Head of CX+ at Kantar advising teams and clients on #CX performance, benchmark and financial implications through our CX measurement platform CX+.

In private, she is the mum of 2 teens and 2 cats, but also a book-nerd and a foodie who is passionate about travels, sports and foreign languages and cultures.

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