Beth-Ellen Pennell is the Director of International Survey Operations at the Survey Research Center, Institute for Social Research, University of Michigan. Pennell has more than 30 years of survey methods research and operational experience. She is also the Director of the Data Collection Coordination Centre of the World Mental Health Survey Initiative, a collaboration of the World Health Organization, Harvard University and the University of Michigan. This project involves epidemiological surveys in more than 30 countries and has lead to over 700 publications.