

Burke, Inc.

PROMOTES

Michael Pangallo

TO VICE PRESIDENT,
MANAGER &
SR. CONSULTANT,
DECISION SCIENCES



Burke, Inc. is pleased to announce the promotion of Michael Pangallo to Vice President, Manager and Senior Consultant, Decision Sciences.

Michael plays a pivotal role in the support of client research and in operational leadership. He is engaged in the full range of research that Burke conducts for clients and has particular depth in the technical underpinnings of data analysis.

Clients rely on Michael for his expertise in optimal study design and analytical approaches. Internal teams regularly turn to him for guidance and counsel on their complex data analysis challenges.

“Clients value Michael’s analytical acumen, and see him as a trusted business partner who really understands their decision support

needs,” said Jamie Baker-Prewitt, Senior Vice President, Director of Decision Sciences. “As a leader within Burke, Michael is a natural coach and developer of his teams.”

Michael joined Burke as an Analyst in Decision Sciences in 2011, after working previously at the Diagnostic Consulting Group at The Nielsen Company. He earned his Master of Business Administration degree from Xavier University and his Bachelor of Science degree in mathematics and computer science from Centre College.

Founded in 1931, Burke is an independent, full service market research and decision support company. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques and leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in marketing research and insights education through The Burke Institute. In addition, Burke, Inc. acquired Seed Strategy in 2014, creating a world-class consultancy with the ability to provide stronger, more actionable perspective for clients through the pairing of Burke’s prowess in research-based decision support and Seed Strategy’s expertise in new product innovation and strategic brand development. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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