

Burke, Inc. PROMOTES Xavier Quenaudon TO SENIOR VICE PRESIDENT



Burke, Inc. is pleased to announce the promotion of Xavier Quenaudon to Senior Vice President, Client Services.

Since joining Burke in 2013, Mr. Quenaudon has been instrumental in growing the firm's Customer Experience business through his thought leadership and astute consulting. Mr. Quenaudon builds true partnerships with his clients by carefully listening to their needs and providing deep insight on their complex research challenges.

“In working with him, Xavier’s clients have a strong partner and leader who is dedicated to providing top quality research. He earns their confidence with his knowledge of and expertise in Customer Experience and Loyalty

programs,” says John Thomas, Senior Vice President, Client Services, and Managing Director of Burke Healthcare.

Mr. Quenaudon spent the first part of his career working with Dr. Claes Fornell, the founder of the American Customer Satisfaction Index (ACSI) at his firm, the CFI Group. During his 17 years at CFI, Mr. Quenaudon developed his expertise in Customer Loyalty Management. After several promotions, he was named a partner in the firm and was elected to its Board of Directors. Prior to joining Burke, Mr. Quenaudon also held leadership positions at Synovate/Ipsos Loyalty.

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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