

Danielle Blugrind

JOINS

Burke, Inc.

AS SR. ACCOUNT
EXECUTIVE, CLIENT
SERVICES



Burke, Inc. is pleased to announce that Danielle Blugrind has joined the firm as Senior Account Executive in Client Services.

For the past nine years, Ms. Blugrind successfully led her own research consulting firm, Front Room Research, which provided customized research to a wide range of clients in consumer goods, retail, food and beverage, restaurants, entertainment, and financial services.

Prior to launching Front Room Research, Ms. Blugrind spent an extensive amount of time on the client-side, including eight years at Taco Bell as the Director of Consumer Insights, and was part of the research teams at Mattel and Johnson & Johnson.

“I am thrilled to bring my clients the expanded offerings that Burke provides to help them make more impactful business decisions,” said Danielle Blugrind. “Joining the passionate and talented team at Burke will help me provide my clients with the highest quality output in every initiative.”

“Danielle has an impressive depth of research experience on both the client and supplier side,” said Thania Farrar, Vice President & Client Services Manager. “With her laser focus on developing strong client relationships and a passion for all aspects of her work, she is an excellent addition to our Client Services team.”

Ms. Blugrind holds a Master of Business Administration degree from Claremont Graduate University in California and a Bachelor of Arts degree in Social Ecology from the University of California at Irvine.

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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