

# Jim Berling

Managing Director, Burke Institute

Jim is the Managing Director of Burke Institute and a member of the senior management team at Burke, Inc.

He has been conducting research and consulting with clients on qualitative and quantitative research projects for more than 16 years. His primary area of expertise is in moderating, effective communication, turning insights into action through storytelling, and online qualitative research for companies in the financial services, healthcare, industrial equipment and consumer packaged goods industries.

Jim also has a passion for teaching as he has traveled to more than 20 different countries around the world speaking at conferences, trade shows and leading on-site customized client programs.

Prior to joining the Institute, Jim directed the marketing and insights group for a start-up computer software company that introduced a variety of new products for the business-to-business and consumer marketplace. He also worked for the brokerage division of a major financial services company.

Jim's academic background includes an MBA in Marketing and Finance from the University of Cincinnati and a BA in Economics from Washington University in St. Louis, Missouri. He currently serves on the MMR Advisory Board for Southern Illinois University Edwardsville. He has also written and published articles for Quirk's Marketing Research Review and other industry related publications.

