

Dr. Ron Tatham

Chairman & Chief Executive Officer, Burke, Inc. (retired 11-04)

Dr. Tatham retired as the Chairman and CEO of Burke, Inc. in November, 2004. During his tenure at Burke he developed the consulting and analytical services for which Burke is known. Before becoming CEO of Burke he also held the positions of President of Burke Marketing Research and Burke, Inc. from 1986 – 1994 and Chairman of Burke Canada. Before joining Burke, Dr. Tatham was a Professor on the Graduate Business Faculty of Arizona State University. He also taught at the University of Cincinnati and Kent State University and has also been visiting professor at Thammasat University, Bangkok Thailand & Instituto Tecnológico y de Estudios Superiores de Occidente, Guadalajara Mexico. He has served on academic boards at The University of Wisconsin, The University of Georgia, The University of Texas (Arlington), Northern Kentucky University and Wilmington College.

In January 2007, Dr. Tatham was honored as a "Legend of Marketing Research" at the 2007 AMA Executive Insights Conference in Scottsdale, Arizona.

The Parlin Board of Governors, as an instrument of the American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF), selected Dr. Tatham as the recipient of the 2007 Charles Coolidge Parlin Marketing Research Award, which recognizes his substantial contributions and unwavering dedication to the ongoing advancement of marketing research practice. The Charles Coolidge Parlin Marketing Research Award was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company to honor distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on the evolving profession of marketing research over an extended period of time. A few other notable award winners include George Gallup, Arthur Nielsen, Philip Kotler and Michael Porter.

Dr. Tatham holds a B.B.A. degree from the University of Texas at Austin, an M.B.A. from Texas Tech University, and a Ph.D. from the University of Alabama. He is coauthor of Multivariate Data Analysis (Prentice-Hall, editions 1 through 6) the leading text in applied multivariate statistics for marketing researchers since 1981. His research papers have appeared in many publications, including the *Journal of Marketing Research*, the *Journal of the Market Research Society*, *Business Horizons*, and *Management Science*.

In addition to his quantitative background, Ron was trained as a Qualitative Consultant at Burke. He has trained moderators and moderated focus groups for many subject areas including IT (channel management, products, and services), automotive (automobiles and after-market automotive products), pharmaceutical (OTC and Rx), and packaged foods. He has developed teaching materials and workshops to facilitate the fast startup of new personnel entering the qualitative arena.

Dr. Tatham continues to pursue his passion for marketing research working with clients around the world helping them review, evaluate and improve their internal marketing research processes and procedures. His industry experience includes consumer and industrial goods manufacturers, pharmaceutical, automotive, advertising agencies, financial services, high tech, and retail trade. He has presented over 500 seminars worldwide for major international organizations.

