

Jeff Miller

Jeff Miller is the Chief Operating Officer of Burke, Inc., and has overall responsibility for the operational units at Burke, including the interactive research practice, the account management group, the decision sciences group, and all the technology functions. Jeff also directs Burke's research and development initiatives. Jeff serves as a member of Burke's executive management committee, sits on Burke's Board of Directors, and is a faculty member of the Burke Institute, the education division of the company. Jeff is a frequent presenter at industry events including the AMA Marketing Research Conference, AMA A/R/T Forum, the AMA Applied Research Methods events, the AMA Explor Forum, the AMA Advanced School of Marketing Research, the annual ARF Convention, and the ESOMAR Congress. His research papers have been published in professional journals such as the Journal of the Market Research Society, Research magazine, Admap, Quirk's Marketing Research Review, and the CASRO Journal. Jeff authored a chapter in the Handbook of Marketing of Research, which received a Choice Award for Outstanding Academic Title. A recognized authority in the area of online research and panels, Jeff was named the 2007 Executive of the Year by RFL Communications' Research Business Report (RBR), in acknowledgement of his contributions to the betterment of the marketing research industry. Jeff is past chair of the external advisory board of the A.C. Nielsen Center for Marketing Research at the University of Wisconsin. Jeff has also been a seven-time judge for the American Marketing Association's EXPLOR Award (Exemplary Performance and Leadership in Online Research). Jeff joined Burke in 1987. He received a B.S. from Virginia Tech and a MBA from the University of Cincinnati.