# Kunal Gupta, Ph.D.
## SVP, Senior Consultant, Decision Sciences

Dr. Gupta serves as a senior level advisor to Burke's clients as well as to the company's internal project teams concerning the design and analysis of customer satisfaction studies, and studies linking customer, financial, employee, and operational measures. He provides analytical consultation towards the research study design and methods, sampling and statistical testing, and data analyses. Kunal also performs a lead role in the company's research and development efforts, involving development of new customer satisfaction research products, and enhancement of Burke's current analytical offerings. He has served as a member of the Board of Examiners for the Malcolm Baldrige National Quality Awards. He is also the co-author of the book "Decision Equity: The Ultimate Metric to Connect Marketing Actions to Profits."

Kunal's background and training have provided him with a unique ability towards applying advanced modeling techniques to customer satisfaction and loyalty studies, and towards designing and analyzing multi-level research projects that link employee, process, customer and financial data. He makes conference presentations addressing application of advanced research modeling techniques to customer satisfaction measurement systems. He draws from rich experience in the academic as well as the corporate world. His educational training during the Ph.D. program has equipped him with a thorough conceptual understanding of issues pertaining to customer satisfaction and loyalty programs. His corporate training has provided him with rich experience on a range of industries such as technology, packaged goods, financial services, pharmaceuticals, and telecommunications. His research is regularly published and presented in leading marketing conferences, within North America as well as globally.

Kunal earned a bachelor's degree in mechanical engineering and an MBA from leading institutions in India, and a Ph.D. in marketing from McGill University in Montreal, Canada.

BURKE INSTITUTE