

Corey Beilstein

Senior Vice President, Behavior + Research Design

Corey is responsible for conducting seminars on various aspects of qualitative research and strategic facilitation. In addition to his role as a seminar leader, he works as a qualitative subject matter expert and consultative partner to Burke + Seed teams.

Corey is a tinkerer. An experimenter. A lover of clever approaches to getting deeper insights. Corey loves to invent, discover and apply methodologies, new and old. Whether it's for upstream insight or downstream optimization and validation, Corey has been bringing consumer voices to innovation and brand strategy in exciting new ways for over 18 years.

Professionally, his sweet spot is leading qualitative research design and crafting activities and questions that get beneath the surface of consumer behaviors, perceptions, motivations, tensions and mindsets. Personally, he loves dreaming up table topics and unusual questions that get past small talk. Smash those together... that's what makes Corey a great moderator and facilitator who brings energy, warmth and fun to workshops and research... so it doesn't feel like work or research.

Corey has breadth and depth of experience in ethnography, focus groups, friend groups, individual interviews, workshops, consumer co-creation and ideation. His extensive experience with our Seed Strategy team affords him unique insights into how to design effective qualitative research studies and glean actionable and measurable results for brands, communications, positioning, renovation and innovation. Corey has conducted research with consumers, prospects, patients and company stakeholders in both traditional settings (such as facilities, via phone, on-line, shop-a-longs, ethnography, online bulletin boards) and non-traditional settings (bars, restaurants, churches, parks, in sports arenas holding a man-on-the-street microphone)... you name it, he's probably done it... and done it globally, too.

He's led global stakeholder teams through dozens of facilitated workshops for brands and their brand-building objectives. His considerable brand strategy, innovation, facilitation and moderating experiences span B2C and B2C project and a range of categories such as food/beverage, personal care, pharmaceuticals, technology, transportation/hospitality, restaurant, healthcare, financial services, household cleaning, feminine care and more. Corey is a psychologist and sensory scientist with a BS in Psychology from Wittenberg University in Springfield, OH and an MA in Cognitive/Human Experimental Psychology + Food Science from the Ohio State University in Columbus, OH.

