

Dr. Tony Zahorik

Vice President, Burke Institute

Dr. Zahorik is responsible for conducting seminars on various aspects of research methodology as well as specific applications of quantitative methods in marketing research, such as customer satisfaction measurement, advertising testing, and market segmentation. In addition to his role as a seminar leader, he works as a marketing consultant to a variety of industries including telecommunications, banking, hospitality, book publishing, advertising, construction equipment, food processing, airlines, oil drilling, pharmaceuticals, and for the U.S. Government.

Before joining Burke Institute, he served for twelve years as a member of the marketing faculty of Vanderbilt University's Owen Graduate School of Management, where he presented executive seminars on marketing management, marketing planning, measuring advertising effectiveness, and measuring customer satisfaction. In addition to teaching at Vanderbilt, Dr. Zahorik served as the assistant dean of the Owen School and has been a mathematics professor at Ithaca College and a member of the faculty of Cornell University's graduate school of management. As a member of the marketing faculty at Vanderbilt, he won every teaching award offered by the Owen School.

Dr. Zahorik has done extensive consulting, research, and publication in the area of customer service, customer satisfaction and the impact of service quality programs on corporate profits. He is the coauthor of two books on these topics, *Return on Quality: Measuring the Financial Impact of Your Company's Quest for Quality* and *Service Marketing*. His co-authored article on return on quality published in the *Journal of Marketing* won the Alpha Kappa Psi Foundation Award for "the most significant contribution to the advancement of the practice of marketing", and in 2007 was recognized by INFORMS Society for Marketing Science as one of the top 20 most influential articles of the past 25 years.

His academic qualifications include the M.B.A. and Ph.D. degrees in Business Administration with specialization in Marketing, Quantitative Methods and Operations from Cornell University as well as an M.A. in mathematics from the University of Illinois at Urbana. He is on the Editorial Board of the *Journal of Service Research* and the Editorial Review Board of the *Journal of Marketing* and reviews articles for other academic publications. He has also published articles in numerous publications, including *Management Science*, the *Journal of Consumer Research*, the *Journal of Healthcare Marketing*, and the *Journal of Retailing* and has presented papers at many professional meetings and conferences in the U.S. and in England. Dr. Zahorik is also a member of the Corporate Advisory Board of the Department of Marketing of the R.H. Smith School of Business at the University of Maryland.

