

Kendall Nash

Vice President, Senior Account Executive, Client Services, Burke, Inc.

Kendall is a Vice President, Senior Account Executive in Client Services at Burke. She not only serves as the thought leader for designing and managing all types of qualitative projects for Burke clients, but she also actively moderates many of the qualitative studies ranging from more traditional in-person focus groups and IDI's to consumer workshops, digital diaries, online bulletin boards, and mini-communities.

In addition to leading qualitative seminars, Kendall serves a wide range of clients with her high energy moderator skills and flexible management style by conducting research projects for clients in the CPG, utilities, technology, telecommunications, construction, insurance and pharmaceutical industries.



Previous to her current role at Burke, Kendall was the Vice President of Burke's Qualitative Services. She was also a field manager in data collection, where she was responsible for managing large scale quantitative studies. This unique combination of experiences of combining a qualitative and quantitative background helps Kendall find the ideal solutions to solve her clients' research problems.

Her academic training includes a BS in Marketing from Miami University (Ohio) with a minor in entrepreneurial business and an MBA from the University of Cincinnati. She is a past President of QRCA and regularly presents at industry events on various topics such as ethnographic research and leveraging quantitative and qualitative research holistically. She has also presented at the IIR Marketing Research Event on leveraging bulletin boards to optimize home usage tests. She coaches moderators of all levels on how to actually implement storytelling in qualitative research, particularly when leveraging Next Generation methods.