

Jane Thurston

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Jane is an experienced researcher and consultant with over 30 years of experience in the field of marketing and marketing research. She has worked in a wide variety of industries including a large number of healthcare, pharmaceutical and bio pharmaceutical industries in a wide array of therapeutic areas. She is experienced with research among physicians, patients, nurses and many other types of respondents. She is an expert in segmentation, having conducted well over 50 segmentation studies. She is also an expert in new product development research, message testing, conjoint and discrete choice models, and layering qualitative and quantitative insights. Her clients have included many Fortune 500 firms, major consumer goods, pharmaceutical and biopharmaceutical companies, as well as start-up bio tech businesses.



Jane earned her BA in Management Science from Duke University, an MBA from Vanderbilt University, and a Ph.D. in Marketing and Quantitative Methods from the University of North Carolina at Chapel Hill.