

# Jamie Baker-Prewitt

Chief Research Officer, Burke, Inc.

Jamie Baker-Prewitt serves as Chief Research Officer at Burke, Inc., a premier decision sciences, insights, and innovation firm based in Cincinnati.

She leads product development, R&D, and research innovation as well Burke's advanced analytics group and the Burke Institute. Jamie is part of Burke's executive leadership team and she serves as Quality Manager for Burke's ISO 20252 research quality certification.

She holds a PhD and MS degrees in social psychology from the University of Kentucky, and a BA in psychology from Ohio University. Her passion for education is a part of her DNA.

Jamie continues to give back to the marketing research and insights community by serving as a guest lecturer at numerous universities and MMR programs, as well as her ongoing support for the Burke Institute seminars. If you get a chance to connect with Jamie, ask her about her love for music and concerts and her newest four-legged family member named Lucille, sometimes dubbed Lucifer 😊.

