

Thomas Mills

Vice President, Burke Institute

Over the last twenty five years, Thomas Mills' work has used research and analysis to solve a variety of business problems. His concentration is mainly on research projects that inform tactical marketing plans, new product launches, satisfaction and loyalty, forecasting and pricing strategy. In recent years, his focus has been mainly on the design and analysis of data to support market segmentation initiatives, new product optimization, pricing strategy, forecasting, predictive database analysis and market model building.

Before joining Burke, Thomas was Senior Vice President and Chief Marketing Scientist at Yankelovich responsible for the design and analysis of custom research engagements. During his tenure at Yankelovich, Thomas developed a groundbreaking pricing analysis called Revealed Value Estimation (RVE). RVE uses information from the trade-offs consumers make regarding product selection at different price points to reveal the worth (in dollars) of a product's/service's individual components. Thus, an overall price point can be determined as a function of its individual components.

Prior to that, he served as Vice President of Analytics at FGI, a top-50 research supplier specializing in consultative marketing research. His early applied training was as Analytical Consultant within Marketing Sciences at M/A/R/C Research executing research design and quantitative analysis on quantitative marketing research programs. While at M/A/R/C Research, he authored the Levitt Model, a perceptual mapping analysis that identifies key drivers of satisfaction and loyalty in conjunction with Theodore Levitt's evolving marketplace theory, which is widely used by many firms today.

He earned his master's degree in sociology with a specialization in research methods from the University of Texas at Arlington. He also earned undergraduate degrees in Mathematics and Statistics from Delta State University.

