

BURKE, INC. PROMOTES

Gabriela Pashturro

AND

Mechele Lee

TO VICE PRESIDENT, SR. ACCOUNT EXECUTIVE, CLIENT SERVICES

In 2000, Gabriela Pashturro joined Burke as a consultant where she helped clients better leverage drivers of employee and customer engagement to improve overall strategy. Ms. Pashturro developed a reputation of excellence through her dedication to understanding client needs and consistent delivery of quality results. As a result, Ms. Pashturro transitioned to Client Services, with a focus on healthcare, where she quickly established herself as an invaluable partner and advocate for her clients. Her thought leadership, creative thinking, and keen focus on meeting client needs are hallmarks of Ms. Pashturro's success in growing client partnerships.

“Gabriela’s dedication to deeply understanding the challenges her clients encounter make her a tremendous asset and true partner. By placing the client at the center of her work, she has been able to consistently and effectively deliver results on complex healthcare programs that continue to expand and evolve,” said John Thomas, Senior Vice President, Managing Director of Burke Healthcare.

Ms. Pashturro holds a PsyD in Organizational Psychology from Rutgers University, an MA in Community and Social Psychology from the University of Mass-Lowell, and a BA in International Studies from Michigan State University.

Since joining Burke in 2016, Mechele Lee has distinguished herself through her ability to create and grow client relationships. Through her partnerships with clients across pharmaceutical, medical device, and consumer healthcare sectors, Ms. Lee strives to uncover, understand, and effectively address their research and business challenges. Not only is she respected by her client partners, but internal teams appreciate her leadership and collaborative spirit.

“Through her formidable knowledge of healthcare-related businesses, Mechele has attracted new clients who quickly see the value she brings,” said John Thomas. **“She is an effective communicator and collaborator who helps clients develop actionable strategies to best address their complex research objectives.”**

Prior to joining Burke, Ms. Lee was Associate Director of Global Commercial Insights at Alexion Pharmaceuticals where she led all aspects of commercial insights and market research in support of the global franchise. She holds an MS in Human Genetics and a BS in Clinical Dietetics and Nutrition, both from the University of Pittsburgh.

Founded in 1931, Burke is an independent, decision sciences, insights and innovation firm. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques and leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in marketing research and consumer insights education through The Burke Institute, which has trained more than 85,000 participants from 10,000 companies, through more than 4,000 public and in-house customized market research seminars in 40 different countries. Burke, Inc. acquired Seed Strategy in 2014, creating a world-class consultancy with the ability to provide stronger, more actionable perspective for clients through the pairing of Burke's prowess in research-based decision support and Seed Strategy's expertise in new product innovation and strategic brand development. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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