Access to Experts

Janice Y. Burnham , Co-founder and President , ROC Group

Jan Burnham is a co-founder and President of the ROC Group. For over 30 years, she has helped clients develop and implement communication strategies to engage employees, leadership and other stakeholders.

Jan's particular expertise is blending creative marketing and behavior change strategies on complex communication campaigns. Her assignments have included communicating broad-scale corporate transformation; mergers and acquisitions; LEAN Six Sigma; health care, wellness and retirement; and upheavals in technology, finance, human resources and manufacturing.

Jan was a pioneer in applying engagement, change management and marketing tactics to employee benefit communications – in particular to retirement savings and well-being efforts, where the behavior and choices of employees and leaders alike can directly impact results.

Jan's clients span a broad range of industries, including Abbott, Bausch & Lomb, Boeing, CF Industries, Dover, Kraft Foods, Microsoft, Reynolds American and U.S. Foodservice. Her work has won dozens of communication awards. She also is a frequent speaker on effective communication strategies and has served as a guest lecturer on change communications at the Annenberg School for Communication at USC.

Before founding the ROC Group in 1998, Jan was a Principal with both Towers Perrin and PricewaterhouseCoopers. She holds a B.A. degree in English from Carleton College.

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