

Access to Experts



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Jeremy Burbank is a Vice President at Nielsen and is focused on leading key research programs within The Demand Institute. Jeremy joined Nielsen's Consumer Research group in 2010 where he was a Director of Client Service with responsibility for leading custom marketing research initiatives on behalf of Nielsen clients. He is an experienced researcher with a strong background in custom analytics and marketing strategy, including market segmentation, branding, new product forecasting and marketing ROI.

He has worked with leading companies and organizations in Consumer Products, Financial Services, Energy, Pharmaceuticals, and Not-for-Profit. Prior to joining Nielsen, Jeremy was a Vice President with Copernicus Marketing Consulting & Research. Jeremy holds a BS from the University of Oregon and an MBA with high honors from Boston University.

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Publications by Jeremy Burbank

The Demand Institute

- [Location Matters: Where America Is Moving](#)
15 January, 2015
- [The Housing Satisfaction Gap: What People Want, but Don't Have](#)
03 December, 2014