

Amanda Durkee, Partner at Zanthus, Named Marketing Research Emerging Leader by American Marketing

Portland, OR USA (September 14, 2011)



Amanda Durkee

Amanda Durkee, Partner and Senior Research Consultant at Zanthus, has been selected as one of the “4 under 40 Marketing Research Emerging Leaders” for 2011 by the American Marketing Association (AMA).

This prestigious annual award recognizes and showcases contributions of the next generation of leaders in the market research industry. Specifically, the AMA award is given to a select few researchers who consistently demonstrate a commitment to their industry by serving as passionate collaborators—leading by example, mentoring, transferring knowledge, and taking risks to achieve a desired outcome.

Amanda was presented with the award at the AMA’s Annual Marketing Research Conference in Orlando over September 11-14.

Amanda is known for her work to establish best practices for combining insights from social media with traditional market research. She presented a white paper on the topic with Jim Longo of iTracks (a leading provider of online qualitative research platforms) at the CASRO Technology Conference in June 2011. She will also deliver a presentation entitled “How to Unlock the Treasures, and Avoid the Pitfalls, of Social Media Listening” at the annual QRCA conference in Las Vegas on October 12-14.

“We at Zanthus take great pride in congratulating Amanda on this most-deserved recognition,” said Zanthus President Michael Lehman. “She is a true leader who pursues research innovations to benefit our clients and staff, as well as to shape the future direction of the market research industry.”

Amanda currently serves as the elected Past President of the NorthWest Chapter of the Marketing Research Association (MRA). Through her work with MRA, she has built partnerships with organizations both within and outside of the market research industry.

Zanthus is a leading provider of technology-related market research and consulting, located in Portland, Oregon. For more information, visit www.zanthus.com

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