

TOPIC

# Leveraging Research Insights for Decision Making - A Case Study

**FREE  
ONLINE  
EVENT**



**Friday, October 18, 2024**

**3:15 PM to 4:00 PM**

Virtual on MS Teams

Scan the QR code to join or  
go to [bit.ly/rapspeakerseries](https://bit.ly/rapspeakerseries)

## **EVA TOLKUNOW**

Manager, Audience Insight  
Royal Ontario Museum



Eva Tolkunow strives to go beyond the numbers, and to use research to tell a meaningful story and provide strategic insights. Eva brings more than 20 years of market research experience to the table, from the client and supplier sides of the industry, but it is her audience insight work at the Royal Ontario Museum (ROM) that truly inspires her. A long-time museum goer, Eva enjoys the challenge of using her research and analytical skills to share visitor stories with the many departments across the ROM that depend on data and insights to drive decision-making. Prior to her work at the ROM, Eva applied her unique analytic lens to client-side market research at Hallmark Canada and World Wrestling Entertainment, and supplier-side market research at Synovate and Numeris (formerly BBM Canada). In her spare time, Eva is an avid tap and jazz dancer, and enjoys attending live theatre, concerts, and the many community festivals available throughout the year in Toronto and the GTA.