



Juanita Burke

Number Eleven

Technology has slowly invaded almost every aspect of the business world. Marketing, operations, sales, promotion, and social planning have become digital and all come with a cost. Measuring and evaluating those costs can be very difficult, and predicting changes or trends, close to impossible. Juanita focuses on leveraging her vast skill set and experience to help small businesses measure and analyse their digital tools to grow their businesses in the most cost efficient way possible. Often, it's not what you spend, but how

you spend it. With a degree in Computer Science, a PMP designation and several years of working with big data. Juanita is well equipped to help navigate the big data of the small business world.