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**BURKE, INC. PROMOTES JAMIE BAKER-PREWITT  
TO SENIOR VICE PRESIDENT, DIRECTOR, DECISION SCIENCES**

**Cincinnati, OH (October 20, 2006):** Burke, Inc. announces the promotion of Jamie Baker-Prewitt, Ph.D. to Senior Vice President, Director, Decision Sciences. Dr. Baker-Prewitt assumes overall responsibility for the Decision Sciences department, Burke's research design and analysis arm.

Dr. Baker-Prewitt will remain active in direct consultation and analysis with top clients, and will lead several key R&D initiatives for Burke. In addition, Dr. Baker-Prewitt will continue to be a member of the Burke Institute faculty, leading marketing research seminars for research professionals.

“Jamie has been an invaluable contributor to Burke over the past 14 years,” said Dr. Michael Baumgardner, President and CEO, Burke, Inc. “I look forward to Jamie's continued and expanded contributions to Decision Sciences and to Burke in her new role.”

Dr. Baker-Prewitt began her career at Burke in 1992 as a Senior Analyst in Consulting & Analytical Services (now Decision Sciences) after earning a Ph.D. in social psychology from the University of Kentucky. Dr. Baker-Prewitt has served on the Burke Operating Committee since 1999, and she currently chairs the Nominating Committee for Burke's Board of Directors.

Throughout her tenure at Burke, Dr. Baker-Prewitt has been active with the American Marketing Association (AMA), including leadership of the Marketing Research Council of the AMA, and as a member of the AMA Board of Directors Nominating Committee.

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Dr. Baker-Prewitt is also a member of the Advisory Board of the Customer Relationship Management (CRM) Research Center at Rutgers University, and was recently named Vice Chair of the Advisory Board for the Masters of Science in Marketing Research program at the University of Texas at Arlington.

Founded in 1931, Burke is an independent, full service marketing research and decision support company. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques and leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in marketing research and consumer insights education through the Burke Institute, which has trained more than 70,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 39 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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