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**BURKE, INC. PROMOTES CHRISTIE RECKMAN
TO VICE PRESIDENT, CLIENT SERVICES**

Cincinnati, OH (January 10, 2014): Burke, Inc. proudly announces the promotion of Christie Reckman to Vice President, Client Services.

Ms. Reckman joined Burke in 2004 as a participant in Burke’s executive sponsored development program. Upon completion of the program she served as an Analyst and Senior Analyst in Burke’s Decision Sciences group, where she developed her skills designing studies, analyzing data and reporting results. After several years in this function, Ms. Reckman transitioned into Client Services where she immediately established herself as an outstanding contributor.

“Our clients connect with Christie because she cares, she’s smart and they get a sense that she has thought through their issues from every angle” said Tara Marotti, Senior Vice President, Client Services Management. “I truly admire her ability to take complex ideas and create valuable, actionable results for our clients.”

Ms. Reckman earned her MBA at University of Cincinnati. She also holds a bachelor’s degree in marketing from Miami University. Prior to joining Burke, Ms. Reckman held positions at Ipsos-ASI and Intrieve, Inc.

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 80,000 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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