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**BURKE, INC. PROMOTES JOHN THOMAS
TO MANAGING DIRECTOR, BURKE HEALTHCARE**

Cincinnati, OH (October 6, 2014): Burke, Inc. is proud to announce the promotion of John Thomas to the newly created position of Managing Director, Burke Healthcare.

Mr. Thomas joined Burke in 2009 as a member of the company's growing healthcare team. He brought more than two decades of marketing research experience with a powerful combination of hands-on knowledge of research execution and a broad understanding of the healthcare industry. At Burke, Mr. Thomas has been extremely successful using his expertise to support his clients' strategic decision-making. In his new role as Managing Director, Mr. Thomas will continue to focus on the healthcare business by managing and building upon Burke's reputation as a high quality research partner.

"For the past six years, John has played a key role in our overall healthcare strategy and we are excited to have him manage Burke's healthcare team," said Tara Marotti, Senior Vice President and Client Services Manager. "His extensive knowledge of research and his understanding of trends that impact this industry make him the perfect fit for excelling in this new role."

Mr. Thomas earned his master's degree in industrial/organizational psychology from Wayne State University with specializations in social psychology and industrial relations. He also holds a bachelor's degree in psychology from University of Michigan. Prior to joining Burke, Mr. Thomas held positions at Clear Seas Research and Market Strategies International.

Founded in 1931, Burke is an independent, full service market 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 market research and consumer insights education through The Burke Institute, which has trained more than 85,000 participants from 10,000 companies, through more than 4,000 public and in-house customized market research seminars in 40 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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