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VICE PRESIDENT, SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.

Cincinnati, OH (June 5, 2012): Andrew Ma recently joined Burke, Inc. as a Vice President, Senior Account Executive in Client Services.

Ma comes to Burke from YUM Brands, where he served as Vice President, Head of Consumer Insights. At KFC, Ma managed the entire research function, worked with marketing to develop strategic plans and built a cross-functional innovation team which led to the implementations of multiple new products across the globe. Prior to YUM, Ma was the Director of Consumer Insights and Strategy at Blockbuster. Ma spent several years on the supplier side of marketing research in an analytical role at M/A/R/C. At Burke, Ma will help his clients design research programs that focus on driving purchase behaviors and maximize ROI.

"Having been a buyer of marketing research for the past several years, Andrew understands his clients in a way that many cannot," said Tara Marotti, Senior Vice President, Client Services Management. "Andrew pairs a solid foundation of research design with a practical understanding of how marketing research can be leveraged in complex organizations to drive the business forward. We are fortunate to have Andrew on our team."

Ma holds master's degrees in management and marketing from Georgia Institute of Technology and political science from UCLA. He also earned a bachelor's degree in English from the Chinese University of Hong Kong. Ma will be based in Louisville, KY.

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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