

**FOR IMMEDIATE RELEASE – January 28, 2016**

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**BURKE, INC. PROMOTES MICHAEL LAUX TO  
VICE PRESIDENT, CLIENT SERVICES MANAGER**

**Cincinnati, OH (1/28/2016):** Burke, Inc. is pleased to announce the promotion of Michael Laux to Vice President, Client Services Manager.

Since joining Burke in December 2009, Mr. Laux has brought passion and energy to his work, resulting in early and consistent success in attracting and retaining a long list of loyal clients in the consumer packaged goods sector. “Michael has great enthusiasm for new business development,” said Tara Marotti, Senior Vice President and Head of Client Services. “He has generously shared his time and talents with others in Client Services. In his new role, he’ll be better positioned to share his skills in developing new business and building client relationships.”

Mr. Laux’s prior positions include Senior Vice President, Client Services with Parker Research and Vice President, Director of Sales and Marketing with Right Management Consultants. He earned an MBA in marketing from Northern Kentucky University, an MA in clinical psychology from Xavier University, and a BS in psychology from Xavier University.

*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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