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VICE PRESIDENT, SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.

Cincinnati, OH (July 17, 2013):   Xavier Quenaudon recently joined Burke, Inc. as a Vice President, Senior Account Executive in Client Services.

Quenaudon comes to Burke from Synovate/Ipsos Loyalty, where he aided in the implementation of customer satisfaction and loyalty programs across a wide array of clients. Quenaudon began his career with Exxon France in advertising and sales, and transitioned into customer satisfaction and loyalty research when he joined CFI Group. His customer experience management career spans over 20 years and 25 countries.

"Xavier brings a passion for exceptional client service," said Tom Myers, Senior Vice President, Client Services Management. "That passion, coupled with his deep expertise in customer engagement research in both the B2B and B2C worlds, across geographies, represents world-class value for his clients."

Quenaudon holds a master's degree in business administration from the University of Michigan and a master's degree from the school of business at Ecole Superieure de Commerce de Paris.   His office will be based in Bloomfield Hills, Michigan.

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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