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**BURKE, INC. PROMOTES RENE WATANABE DAY
TO VICE PRESIDENT, SENIOR ACCOUNT CONSULTANT, CLIENT SERVICES**

Cincinnati, OH (November 16, 2012): Burke, Inc. is pleased to announce the promotion of Rene Watanabe Day to Vice President, Senior Account Consultant, Client Services.

Day joined Burke in 2000 as a member of Burke’s Client Services team in Dallas, TX. Throughout her time at Burke, Day has been a significant contributor to Burke’s clients in numerous industries, most notably in fast food as well as healthcare and pharmaceuticals. “Rene is critical to the success of our Dallas team, and is a valued consultant and adviser,” said Keith Kettle, Senior Vice President, Client Services. “I, as well as many of our team, have had the privilege of working with Rene for more than twenty years and we look forward to partnering with her for many, many more.”

Day began her research career at M/A/R/C Research and spent over 19 years with the company prior to joining Burke. Day earned her master’s degree in marketing research at the University of Georgia and her bachelor’s degree in business administration at the University of Hawaii at Manoa.

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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