

FOR IMMEDIATE RELEASE – April 30, 2014

For more information, please contact:

Eric Tayce

513.684.7658

eric.tayce@burke.com

**BURKE, INC. PROMOTES THANIA FARRAR
TO DIRECTOR OF RESEARCH INNOVATION**

Cincinnati, OH (April 30, 2014): Burke, Inc. is proud to announce the promotion of Thania Farrar to the newly created position of Director of Research Innovation, Client Services.

The position was created out of a need to “provide sound decision support to our clients, who must operate with fewer resources in an increasingly competitive market, moving at a much faster pace, and targeting more fluid customers,” explained Jeff Miller, Burke’s President and CEO. As the Director of Research Innovation, Ms. Farrar will be responsible for equipping the organization with the emerging research solutions needed to help Burke’s clients achieve greater success in today’s dynamic marketplace. “Thania is extremely well qualified for this position, given her strong ability to bring innovative research solutions to her clients,” stated Mr. Miller.

Ms. Farrar joined Burke in 1999, most recently serving as a Senior Account Executive for B2B and B2C clients across a wide range of industries. Hallmarks of her approach include an ability to translate complex marketing issues into actionable business objectives with innovative custom research solutions. Prior to this role, Ms. Farrar led account teams in support of global consumer products manufacturers, specializing in the design and implementation of multicultural research programs.

Ms. Farrar earned her MBA from University of Cincinnati and her bachelor’s degree from Universidad Internacional de las Americas in San Jose, Costa Rica. Ms. Farrar has also held positions at Mas X Menos Corporation (Costa Rica), ProDatos, S.A. (Costa Rica) and TNS/Kantar.

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 Burke Institute, which has trained more than 85,000 participants from 10,000 companies, through more than 3,000 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.

###