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

Cincinnati, OH (May 13, 2016): Burke, Inc. is pleased to announce the promotion of Thania Farrar to Vice President of Research Innovation.

In 2014, Ms. Farrar was appointed to the newly-created position of Director of Research Innovation. In that role, she collaborated with others at Burke to identify and assess new trends in the marketing research industry, such as non-conscious measurement, journey mapping, and the role of emotions in decision-making. Ms. Farrar showcased Burke's thought leadership on the latest research methods through a variety of outlets including speaking engagements at industry events, digital channels, industry publications and in direct consultation with clients.

Ms. Farrar took on the additional significant responsibility of heading up Burke's marketing efforts in 2015. In that capacity, she has been refining Burke's marketing strategy and tactics to enable the firm to speak more effectively to prospects and clients in the evolving ways they want to consume information.

"Thania has unique qualifications that have allowed her to take ownership of two different but critical areas at Burke—research innovation and marketing—and manage both exceedingly well," said Diane Surette, Executive Vice President. "With Thania in this role, we can continue to reimagine our marketing efforts to better showcase our progress in innovation."

Ms. Farrar previously held the positions of Senior Account Executive and Account Manager at Burke. She has also served as Vice President, Group Accounts, and Multicultural Research Director at TNS. She holds an MBA from the University of Cincinnati and a Bachelor's of Business and Marketing from Universidad Internacional de las Americas (Costa Rica).

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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