



**FOR IMMEDIATE RELEASE – December 17, 2010**

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**SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.**

**Cincinnati, OH (December 17, 2010):** Jane Thurston recently joined Burke, Inc. as a Senior Account Executive in Client Services.

Jane comes to Burke from The Futures Company/Yankelovich, where she specialized in market segmentation research and most recently served as a Vice President. Prior to her work at The Futures Company, Jane owned her own marketing research consultancy. Besides her work in segmentation, Jane has extensive experience in such marketing research areas as discrete choice and conjoint and structural equation modeling, and her clients include those in the healthcare, retail, financial services, education, media and publishing industries.

“Jane combines superior research skills and a sincerity and drive to build lasting relationships with her clients,” said Tom Myers, Senior Vice President, Client Services Management. “We are excited to have her join the firm.”

Jane earned a doctorate in marketing and quantitative methods from the University of North Carolina at Chapel Hill. She also holds a master’s degree in business administration, with a concentration in marketing and quantitative methods, from Vanderbilt University and a bachelor’s degree in management science from Duke University.

Founded in 1931, Burke, Inc. 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 75,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 40 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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