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**VICE PRESIDENT, SENIOR ACCOUNT EXECUTIVE JOINS
BURKE HEALTHCARE**

Cincinnati, OH (April 21, 2015): Wayne Lashua has joined Burke, Inc. as Vice President, Senior Account Executive in Client Services.

Mr. Lashua comes to Burke from Eli Lilly and Company, where he recently served as Senior Director, Global Market Research & Analytics – Diabetes. With a passion for healthcare marketing research, Mr. Lashua excelled during his 17 year tenure at Eli Lilly and Company, earning awards for leadership, including being recognized as coach of the year, and for his contributions to the development of Lilly’s marketing strategy. He held a variety of high-level positions including Director, Global Market Research – Diabetic Complications, Director Global Market Research – Operations and Director, Global Market Research – Alzheimer’s Disease.

“I’m excited to be joining Burke,” said Mr. Lashua, “a research firm I’ve always held in very high regard. The corporate culture of ‘doing whatever it takes’ to ensure client success is one that fits perfectly with my own approach to client service.”

“Wayne’s depth of pharmaceutical experience in all types of marketing research as well as his many years of experience as a client practitioner will help him excel at Burke,” said John Thomas, Managing Director of Burke Healthcare, “we are excited to add his expertise to Burke’s healthcare team and look forward to his contributions.”

Mr. Lashua received his master’s degree in marketing research from the Terry College of Business, University of Georgia. He also holds bachelor degrees in Economics & Philosophy from DePauw University.

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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