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SENIOR ACCOUNT EXECUTIVE JOINS BURKE

Cincinnati, OH (June 29, 2015): Amy Dahlke has joined Burke, Inc. as a Senior Account Executive in Client Services.

Ms. Dahlke comes to Burke from Kimberly-Clark Corporation, where she recently served as Consumer Marketing Research Manager for the Poise product line. During her successful 12 year tenure at Kimberly-Clark, Ms. Dahlke developed a reputation for designing and implementing actionable research, effectively leading cross-functional teams to achieve organizational change and maximizing the value of insights through better integration and dissemination of research findings.

“Having partnered with Burke on many programs over the years, I’ve known the quality of research they conduct is second to none,” said Ms. Dahlke. “I already have a great deal of respect for my new colleagues, and am thrilled to continue working with them in this new capacity.”

“Amy’s experience as a researcher at K-C for the past 12 years will prove invaluable to her clients as she truly understands the challenges they face on a day-to-day basis,” said Tara Marotti, Senior Vice President, Head of Client Services. “Amy’s energy and passion for helping businesses move forward fits well with our client-focused culture at Burke; she is a great addition to the Burke team.”

Ms. Dahlke received her master’s degree in Industrial-Organizational Psychology from University of Wisconsin-Oshkosh. She also holds a bachelor’s degree in Psychology from the same institution.

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 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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