

Burke, Inc. PROMOTES Ken Strunk TO SENIOR VICE PRESIDENT



Burke, Inc. is pleased to announce the promotion of Ken Strunk to Senior Vice President, Data Collection.

Over the past several years, Mr. Strunk has been instrumental in elevating Burke's data collection capabilities and processes, creating a new standard in the industry. He is a highly-regarded subject matter expert on data collection and online sampling, both inside Burke and within the research community.

“Ken's considerable knowledge of sampling and data collection have made him an invaluable asset to our organization. The departments that report to him have outstanding reputations for strong customer focus and for delivering a high quality product,” said Jeff Miller, Burke's

President & CEO. “An excellent manager and coach, Ken continually challenges himself and his team to improve processes and to consistently add value to client engagements.”

During his tenure of 28 years, Mr. Strunk has held a variety of positions within Burke's data collection division, including Manager and Director of the Sample Department. In 2010, he assumed responsibility for overseeing Burke's telephone data collection operation and was promoted to Vice President, Data Collection in 2012. Ken holds a Bachelor's degree in Business Administration from Thomas More College.

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 marketing research and insights education through The Burke Institute. In addition, Burke, Inc. acquired Seed Strategy in 2014, creating a world-class consultancy with the ability to provide stronger, more actionable perspective for clients through the pairing of Burke's prowess in research-based decision support and Seed Strategy's expertise in new product innovation and strategic brand development. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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