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### **BURKE, INC. PROMOTES BILL BARNES TO SENIOR VICE PRESIDENT**

**Cincinnati, OH (December 18, 2009):** Burke, Inc. announces the promotion of Bill Barnes to Senior Vice President.

"Bill has been instrumental in the continued growth and development of the Burke customer loyalty and retention management practice area," said Tom Myers, Senior Vice President, Client Services Management. "Bill provides invaluable insight into how companies view research suppliers, how organizations use, or do not use, research data and provides invaluable general business acumen. He knows how firms should and do incorporate the voice of the customer in their operations."

Mr. Barnes joined Burke in 2001. He brought a practitioner's expertise to his consultant practice at Burke from a 26-year career at Eastman Chemical, which included his role as Global Director of Customer Satisfaction where he was responsible for designing, analyzing and implementing multiple voices of the customer instruments. During Mr. Barnes's tenure there, Eastman was recognized in 1993 as a Malcolm Baldrige Quality Award winner. Mr. Barnes has also chaired a benchmark consortium that studied best practices in Customer Satisfaction measurement, analysis and deployment.

Mr. Barnes holds a bachelor's degree in textile engineering from North Carolina State University. His office is located in Indianapolis, Indiana.

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 70,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 39 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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