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BURKE, INC. PROMOTES TIM GEORGE TO VICE PRESIDENT, HUMAN RESOURCES

Cincinnati, OH (November 15, 2010): Burke, Inc. is pleased to announce the promotion of Tim George to Vice President, Human Resources.

“Those of us who work alongside Tim are aware of his many qualities as well as his many contributions to Burke,” said Mary Beth Mapstone, Senior Vice President, Finance and Administrative Services. “From the start of his employment with Burke, Tim has understood and embraced Burke’s corporate culture and has worked to help preserve and strengthen it.”

Tim joined Burke in 1998 as Human Resource Director. He has been involved in many teams and committees at Burke, and currently serves as Chairperson of the Nominating Committee for Burke’s Board of Directors and is serving as a member of the Operating Committee, Burke’s executive management group.

Prior to his Burke employment, Tim gained broad experience in all aspects of human resources management, including benefits, compensation, recruiting and selection, retention, and legal compliance. Since 1984, he has held human resources positions in the marketing research, insurance, and retail industries including positions at Macy’s Department Stores and Manhattan National Life Insurance. Tim earned a master’s degree in industrial relations from the University of Cincinnati and a bachelor’s degree from Xavier University. Tim also holds the designation of Senior Professional in Human Resources (SPHR).

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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