



**FOR IMMEDIATE RELEASE – July 30, 2013**

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**BURKE, INC. PROMOTES DR. KUNAL GUPTA  
TO SENIOR VICE PRESIDENT, DECISION SCIENCES**

**Cincinnati, OH (July 30, 2013):** Burke, Inc. is pleased to announce the promotion of Dr. Kunal Gupta to Senior Vice President, Decision Sciences. This promotion recognizes Gupta's substantial contributions to Burke through leadership on customer engagement research and linkage analysis for Burke clients.

"Kunal has great passion for customer centricity and for helping clients measure and tie customer engagement to financial and operational metrics," said Jamie Baker-Prewitt, Senior Vice President, Director of Decision Sciences. "Clients across a range of industries regard Kunal as a thought leader in customer retention strategies and tactics."

Gupta has served as a senior level advisor to Burke's clients as well as to the company's internal project teams concerning the design and analysis of customer satisfaction studies, and studies linking customer, financial, employee, and operational measures. His research is regularly published and presented in leading marketing conferences, within North America as well as globally. Published in 2011, Gupta coauthored a book entitled *Decision Equity: The Ultimate Metric to Connect Marketing Actions to Profits*. Gupta earned a Ph.D. in marketing from McGill University in Montreal, Canada. He also holds a master's degree in business administration and a bachelor's degree in mechanical engineering and a master's degree in business administration from leading institutions in India.

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 80,000 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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