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BURKE, INC. PROMOTES MICHAEL LAUX TO VICE PRESIDENT, CLIENT SERVICES

Cincinnati, OH (October 25, 2011): Burke, Inc. proudly announces the promotion of Michael Laux to Vice President, Client Services.

“Michael is a significant contributor to Burke’s overall success. Not only is he passionate about solving problems for his clients, he is passionate about his clients as people,” said Tara Marotti, Senior Vice President, Client Services Management. “Michael’s consultative style and his commitment to understanding his clients’ challenges make him an ideal account executive.”

Michael joined Burke in 2009 as a Senior Account Executive in Client Services. Prior to Burke, Michael led sales and marketing efforts and directly consulted with clients on their research needs at Parker Marketing Research. Michael also spent seven years at Right Management Consultants, a Cincinnati-based human resources consulting firm.

Michael holds a master’s degree in business administration from Northern Kentucky University. He also earned a master’s degree in clinical psychology and a bachelor’s degree in psychology from Xavier University.

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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