



**FOR IMMEDIATE RELEASE – November 8, 2011**

For more information, please contact:

Andrea W. Fisher

513.684.7616

[Andrea.fisher@burke.com](mailto:Andrea.fisher@burke.com)

**BURKE, INC. PROMOTES STACY MCWHORTER TO SENIOR VICE PRESIDENT, CLIENT SERVICES**

**Cincinnati, OH (November 8, 2011):** Burke, Inc. is pleased to announce the promotion of Stacy McWhorter to Senior Vice President, Client Services.

“Stacy brings impressive depth of expertise in marketing research and excellent overall business acumen to all of her client relationships,” said Tom Myers, Senior Vice President, Client Services Management. “Stacy’s deep relationships with her clients and her ongoing commitment to solving their most difficult problems have contributed greatly to her success at Burke.”

Stacy began her career with Burke in 1996 and has held positions in data collection, research services, interactive and decision sciences.

Stacy earned a master’s degree in business administration with concentrations in marketing, management, and international business from the University of Cincinnati. She also holds a bachelor’s degree in marketing from Miami 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.

###