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**BURKE, INC. PROMOTES STEVE PERKINS
TO VICE PRESIDENT, SENIOR ACCOUNT CONSULTANT, CLIENT SERVICES**

Cincinnati, OH (April 14, 2009): Burke, Inc. announces the promotion of Steve Perkins, to Vice President, Senior Account Consultant, Client Services.

“Over the past year, Steve has served a wide range of needs with numerous Burke clients,” said Keith Kettle and Ravi Venkitaraman, Senior Vice Presidents, Client Services. “He has been a great role model for our entire Dallas team and is a valued colleague and mentor to our staff. We are very thankful Steve is part of our Burke family and look forward to his contributions for years to come.”

Dr. Perkins began his career at Burke fall of 2007, after spending eight years at The University of Texas at Dallas where he was associate dean for graduate programs, School of Management. Prior to UTD, Dr. Perkins was vice president of Marketing Science at M/A/R/C Research and served on the faculty at Penn State University. He has written articles for several journals including *Journal of Marketing Research*, *Psychometrika*, and *Industrial Marketing Management*. Dr. Perkins earned his Ph.D. in management science at the University of Texas at Dallas, and a master’s and bachelor’s degree from the University of Texas at Austin

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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