

FOR IMMEDIATE RELEASE – August 12, 2014

For more information, please contact:

Eric Tayce

513.684.7658

eric.tayce@burke.com

SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.

Cincinnati, OH (August 12, 2014): Roxanne Salen recently joined Burke, Inc. as a Senior Account Executive in Client Services.

Ms. Salen comes to Burke from The Praxi Group, where she served as Vice President of Market Research. In this role, Ms. Salen had responsibility for both business development and the management of operations staff. During her tenure at The Praxi Group, Ms. Salen sold and managed a wide range of research projects, including path to purchase, purchase tracking, product optimization, brand equity and home use tests. Though Ms. Salen's research experience spans a variety of industries, her primary focus is Shopper Research for CPG and Retail clients.

"We're very excited to be working with Roxanne," said Tara Marotti, Senior Vice President, Client Services Management. "Her passion for developing actionable research solutions, combined with a highly collaborative approach and an innate ability to communicate data-driven insights through storytelling, brings a tremendous amount of value to her clients."

Ms. Salen holds a bachelor's degree in Asian Arts from the University of Hawaii. She also holds a master's degree in China Business Relations from the same institution. Her office will be based in Denver, Colorado.

Founded in 1931, Burke is an independent, full service market 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 market research and consumer insights education through Burke Institute, which has trained more than 85,000 participants from 10,000 companies, through more than 4,000 public and in-house customized market research seminars in 40 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

###