



**FOR IMMEDIATE RELEASE – July 22, 2009**

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**SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.**

**Cincinnati, OH (July 22, 2009):** Scott “Rocky” Shook recently joined Burke, Inc. as a Senior Account Executive in Client Services.

Dr. Shook brings over 17 years of experience in domestic and international marketing research and consulting. With experience on both the client side and vendor side, Dr. Shook has performed a range of roles involving client service, research analysis and project management. Dr. Shook’s career has included research in the automotive, technology, healthcare, finance, non-profit and consumer packaged goods industries, as well as others. He has worked on a variety of studies including advertising research, brand research and brand tracking.

"Rocky’s strong academic credentials, his extensive client side and vendor research experience and his ability to create strong business relationships will serve him well," said Tom Myers, Senior Vice President, Client Services Management.

Dr. Shook earned a doctorate in justice studies from Arizona State University. He also holds a master’s degree in applied sociology and a bachelor’s degree in psychology from Northern Arizona University. Dr. Shook will be based in Oregon.

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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