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**BURKE, INC. PROMOTES KEN STRUNK  
TO VICE PRESIDENT, DATA COLLECTION SERVICES**

**Cincinnati, OH (April 9, 2012):** Burke, Inc. announces the promotion of Ken Strunk to Vice President, Data Collection Services. Burke's Data Collection Services area is focused on providing and coordinating the technological tools, processes, and quality people needed to effectively collect and deliver the data that Burke interprets for clients.

"Ken has contributed considerably in many ways to Burke, particularly with regard to the development of Burke's online sampling capabilities," said Jeff Miller, President and CEO, Burke, Inc. "He is a highly regarded subject matter expert on data collection and sampling, both inside Burke and within the research community. I look forward to Ken's continued success as he furthers Burke's progress in data collection services."

Ken began his career at Burke in 1990. His past responsibilities have included directing the activities of the sample department and overseeing all Burke's telephone data collection. Ken has been very active in industry organizations, including serving as President of the Great Lakes Chapter of the Marketing Research Association (MRA). Ken earned a bachelor's degree in business administration from Thomas More College.

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 40 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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