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**BURKE, INC. PROMOTES SUSAN SIMPSON
TO SENIOR VICE PRESIDENT, CLIENT SERVICES**

Cincinnati, OH (November 5, 2013): Burke, Inc. proudly announces the promotion of Susan Simpson to Senior Vice President, Client Services.

“Susan’s remarkable success at Burke has stemmed from her commitment to continuous learning in the pharmaceuticals space, combined with a passion for helping her clients make the most informed decisions possible” said Tara Marotti, Senior Vice President, Client Services Management. “As a research partner, Susan provides more than just results to her clients; she provides unmatched value and strategic insight.”

Ms. Simpson joined Burke in 2006, bringing a significant amount of industry experience and expertise to Burke’s Healthcare research practice. Prior to joining Burke, Ms. Simpson worked as a Senior Account Director at The Segmentation Company, formerly a division of Yankelovich, and as an Executive Director at TVG, a top-50 research supplier specializing in the pharmaceutical and health care industries. Earlier research roles include work as a Research Analyst and as a biostatistician.

Ms. Simpson holds a master’s degree and Ph.D. in Psychology from Yale University, with a specialization in health psychology and research methods. She also holds a bachelor’s degree in psychology from University of Texas at Dallas.

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.

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