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**BURKE, INC. PROMOTES TARA MAROTTI TO SENIOR VICE PRESIDENT,
HEAD OF CLIENT SERVICES**

Cincinnati, OH (January 8, 2016): Burke, Inc. is proud to announce the promotion of Tara Marotti to Senior Vice President, Head of Client Services.

In her new role, Ms. Marotti will oversee Burke’s entire Client Services function. “Tara has a tremendous passion for the work we do at Burke. She is committed to earning the trust and loyalty of our clients by providing them with exceptional outcomes,” said Diane Surette, Executive Vice President, “I am confident she will do an outstanding job of taking Client Services to even higher levels of performance in the months and years ahead.”

Ms. Marotti began her career at Burke in 1995 and has held positions in Account Management, Decision Sciences, and Client Services. In her previous role as Manager of Client Services, Ms. Marotti helped Burke’s business to grow by implementing new processes and resources with an emphasis on new business development and client relationship building.

Ms. Marotti earned a MBA at the University of Cincinnati and holds Bachelor’s degrees in marketing and human resources from Indiana University’s Kelley School of Business.

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 The 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.

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