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For more information, please contact:

Andrea W. Fisher

513.684.7616

Andrea.fisher@burke.com

VICE PRESIDENT, SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.

Cincinnati, OH (February 18, 2013): Donna Wallace recently joined Burke, Inc. as a Vice President, Senior Account Executive in Client Services.

Wallace comes to Burke from Ipsos, Inc. where she worked primarily with high-tech companies on a wide array of global custom research projects. Wallace started her career in the advertising industry in Canada, prior to moving to the US for a client-side position in product marketing with Groupe SEB in Boston. Wallace transitioned into marketing research services by joining The NPD Group and then moved to Ipsos to lead their San Francisco technology team.

“I am thrilled to add talent like Donna’s to Burke Client Services. She is experienced, creative and brings a wealth of knowledge in technology to Burke,” said Tara Marotti, Senior Vice President, Client Services Management. “Her approach to partnership with her clients is a great fit with Burke and our culture.”

Wallace holds a master’s degree in communications management from Simmons College in Boston and a bachelor’s degree in business administration from Ryerson University in Toronto. Her office will be based in San Francisco, California.

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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