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### **BURKE, INC. PROMOTES DEBI WYRICK TO SENIOR VICE PRESIDENT**

**Cincinnati, OH (December 18, 2009):** Burke, Inc. announces the promotion of Debi Wyrick to Senior Vice President.

“Debi’s tenure at Burke, no matter what position she has held, has been marked consistently by hard work, superior performance and, most importantly, team work and friendliness,” said Tom Myers, Senior Vice President, Client Services Management. “Debi is a strong researcher, inspirational team leader, solid presenter at conferences and a builder of deep and lasting relationships with her clients.”

Ms. Wyrick joined Burke in 1995. Prior to her role in client services, Ms. Wyrick served in both project management and analytical capacities. In Ms. Wyrick’s current role with Burke, she develops actionable, customized research solutions to meet her clients’ business needs. Ms. Wyrick consults on initial study design and provides leadership to ensure that the research plan is implemented efficiently and effectively. Her experience has covered a range of strategic and tactical research issues including pricing, segmentation, concept testing, image and positioning, tracking, and customer satisfaction studies across several different industries.

Ms. Wyrick holds a bachelor’s degree in marketing and a master’s of business administration degree in marketing and finance from the University of Tennessee. Her office is based in Knoxville, Tennessee.

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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