



805 Central Avenue
Cincinnati, OH 45202
burke.com

phone | 513.241.5663
fax | 513.684.7500

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For more information, please contact:
Andrea W. Fisher
513.684.7616
Andrea.fisher@burke.com

BURKE VICE PRESIDENT CHOSEN AS

MALCOLM BALDRIGE NATIONAL QUALITY AWARD EXAMINER

Cincinnati, OH (May 3, 2007): Burke Vice President and Senior Consultant Dr. Kunal Gupta has been selected to serve as a member of the 2007 Board of Examiners for the Malcolm Baldrige National Quality Award (MBNQA). Dr. Gupta's duties as a member of the Board of Examiners include independent evaluation of Award applications, participation in the consensus review process and possible onsite visit reviews. In addition, all examiners are considered ambassadors of the MBNQA.

"We are honored that Dr. Gupta has been chosen to be part of the Baldrige National Quality Program," said Dr. Michael Baumgardner, President and CEO. "Kunal's professional and academic experience will be a great asset to the evaluation process."

Dr. Gupta serves as a senior level advisor to Burke's clients as well as to the company's internal project teams concerning the design and analysis of customer satisfaction studies, and studies linking customer, financial, employee, and operational measures. He provides analytical consultation towards the research study design and methods, sampling and statistical testing, and data analyses. His research is regularly published and presented in leading marketing conferences, within North America as well as globally. Dr. Gupta earned a bachelors degree in mechanical engineering and an MBA from leading institutions in India, and a Ph.D. in marketing from McGill University in Montreal, Canada.

Named for the U.S. Secretary of Commerce whose managerial excellence contributed to long-term improvement in efficiency and effectiveness of government, the Malcolm Baldrige National Quality Award was signed into law on August 20, 1987. It recognizes excellence in quality in several business sectors.

Founded in 1931, Burke is an independent, full service marketing research and decision support company. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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