

**FOR IMMEDIATE RELEASE – 5/31/2017**

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**BURKE, INC. PROMOTES JOELLE GWINNER TO SENIOR VICE PRESIDENT,  
SENIOR CONSULTANT, DECISION SCIENCES**

**Cincinnati, OH (May 31, 2017):** Burke, Inc. is pleased to announce the promotion of Joelle Gwinner to Senior Vice President, Senior Consultant, Decision Sciences.

Ms. Gwinner joined Burke in 1999 and has been a member of the Decision Sciences department since 2002. Within Decision Sciences, Ms. Gwinner has held multiple positions including Analyst, Senior Analyst, Manager, and Senior Consultant.

“Joelle’s success stems from an exceptional blend of creativity and analytical acumen. Her analytical capabilities span Burke’s research solutions,” said Jamie Baker-Prewitt, Senior Vice President, Director, Decision Sciences. “Clients regard her as an authority on research and analysis, but also as an enjoyable and effective collaborator.”

Joelle specializes in brand engagement, providing expert consultation and research support for clients. She also leads teams in other research assignments such as discrete choice and market segmentation. In addition, Ms. Gwinner has been instrumental in infusing storytelling and extensive information synthesis into deliverables to provide the very best decision support to Burke clients.

Ms. Gwinner earned a BSBA degree in marketing from The Ohio State University and an MBA degree from the University of Cincinnati.

*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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