



**FOR IMMEDIATE RELEASE – December 18, 2009**

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**SENIOR ACCOUNT EXECUTIVE JOINS BURKE, INC.**

**Cincinnati, OH (December 18, 2009):** Michael Laux recently joined Burke, Inc. as a Senior Account Executive in Client Services.

Mr. Laux comes to Burke from Parker Marketing Research, where he led sales and marketing efforts while directly consulting with clients on their research needs. Before Parker, Mr. Laux spent seven years at Right Management Consultants, a Cincinnati-based human resources consulting firm.

“We are thrilled that Michael has joined us at Burke,” said Tara Marotti, Senior Vice President, Client Services Management. “He brings with him an amazing passion for marketing research and client service in addition to his depth of experience in consumer packaged goods.”

Mr. Laux holds a master’s degree in business administration from Northern Kentucky University. He also earned a master’s degree in clinical psychology and a bachelor’s degree in psychology from Xavier University.

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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