



805 Central Avenue  
Cincinnati, OH 45202  
burke.com

phone | 513.241.5663  
fax | 513.684.7500

**FOR IMMEDIATE RELEASE – February 14, 2007**

For more information, please contact:

Andrea W. Fisher

513.684.7616

[Andrea.fisher@burke.com](mailto:Andrea.fisher@burke.com)

**BURKE, INC. PROMOTES STACY MCWHORTER  
TO SENIOR ACCOUNT EXECUTIVE, CLIENT SERVICES**

**Cincinnati, OH (February 14, 2007):** Burke, Inc. announces the promotion of Stacy McWhorter to the position of Senior Account Executive, Burke Client Services.

“Stacy has established herself as a solid performer capable of servicing existing clients as well as seeking out and landing new ones. Stacy’s ability to win new business is a result of her hard work and determination to succeed,” said Joe Ottaviani, Senior Vice President, General Manager, Client Services. “But by the same token, she would be the first to acknowledge the importance of her support teams as key contributors to her success.”

Ms. McWhorter began her career with Burke in 1996 after previous experience with Wal-Mart and Safeco. At Burke, she has held positions in field management, project management, account management and decision sciences before transitioning to client services. Ms. McWhorter earned an M.B.A. in marketing, management and international business from the University of Cincinnati, and a bachelor’s degree in marketing from Miami 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.

###