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SENIOR ACCOUNT EXECUTIVE JOINS BURKE HEALTHCARE

Cincinnati, OH (9/12/2016): Burke, Inc. is pleased to announce that Mechele Lee has joined the firm as Senior Account Executive in Client Services.

In this role, Ms. Lee will focus on helping Burke continue to build its thriving Healthcare practice. She will be responsible for growing and creating new client relationships and partnering with clients to uncover, understand, and effectively address research and business questions.

“Mechele’s experience as a healthcare researcher and consultant, both on the supplier and the client side, will prove invaluable to her clients as she truly understands the unique challenges they face on a day-to-day basis,” said John Thomas, Senior Vice President and Managing Director of Burke Healthcare. “Mechele’s deep understanding of healthcare and passion for helping her clients solve complex business issues is a great fit for our client-focused culture. She’s a great addition to the Burke Healthcare team.”

Ms. Lee Joins Burke from Alexion Pharmaceuticals where she was most recently Associate Director, Global Commercial Insights. While at Alexion, she led all aspects of commercial insights and market research in support of the global franchise. Prior to Alexion, she spent six years at Harris Interactive in roles from Senior Research Associate to Research Director.

Ms. Lee obtained her master’s degree in human genetics from the University of Pittsburgh. She also holds a bachelor’s degree in clinical dietetics and nutrition from the same institution.

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.