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**FOR IMMEDIATE RELEASE – December 20, 2007**

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**SENIOR CONSULTANT JOINS BURKE, INC.**

*New Hire Adds Experience as Practitioner and Academic*

Cincinnati, OH (December 20, 2007): Burke, Inc. announces that Steve Perkins has been hired as a Senior Consultant, Decision Sciences.

Dr. Perkins will be assisting with solving clients' marketing problems by designing appropriate research studies, analyzing data, writing reports and delivering actionable recommendations. He will be working out of the Dallas Client Services office.

“Steve’s practitioner and academic experience will benefit our current client base as well as our prospective clients, as we seek to serve present and future needs,” said Joseph Ottaviani, Senior Vice President of Client Services. “Steve’s marketing research background is grounded in sound academic principles, supported by practical application.”

Dr. Perkins comes to Burke with a background in marketing research positions at Opinion Research Corporation and M/A/R/C. He has also served as Assistant Professor of Marketing at The Pennsylvania State University and, most recently, an Associate Dean of Graduate Programs at The University of Texas at Dallas. Dr. Perkins earned a Ph.D. in Management Science, with a concentration in Marketing, at The University of Texas at Dallas.

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Senior Consultant

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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, & 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 in California, Colorado, Georgia, Indiana, Massachusetts, Maryland, North Carolina, New Jersey, Nevada, and Texas.

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