

## BURKE, INC. PROMOTES

*Thania Farrar*

AND

*Sandip Narang*

## TO SENIOR VICE PRESIDENT, CLIENT SERVICES MANAGEMENT

Since being promoted to Vice President, Client Services Management in 2017, Ms. Farrar has proven herself to be an invaluable resource to clients and colleagues, developing and supporting meaningful partnerships both internally and externally.

**“Thania is fully committed to any challenge placed before her,” said Tara Marotti, Senior Vice President and Head of Client Services. “Her creative energy, passion, and ability to map out a path to success have made her an extremely valued member of the Client Services Management team. As a natural coach, Thania inspires her team to take new ideas to the next level, thus ensuring the best experience for our clients.”**

Before moving into Client Services Management, Ms. Farrar led Burke’s Research Innovation efforts where she identified and assessed new trends in the industry, such as non-conscious measurement and the role of emotions in decision-making. In the course of her work, Thania regularly showcased Burke’s perspective on new research methods through speaking engagements, industry publications, and in direct consultation with clients.

Prior to joining Burke, Ms. Farrar was a Vice President, Group Account Director at Kantar/TNS where she led a team of researchers. Before moving to TNS, she was an Account Manager at Burke directing research studies for clients. Ms. Farrar has a Master’s of Business Administration from the University of Cincinnati, and a Bachelor of Business and Marketing from Universidad Internacional de las Americas in Costa Rica.

Mr. Narang comes to this position with significant experience in sales, consulting, and management. He joined Burke in 2000 as a Group Manager in Decision Sciences where he managed a team of Analysts, and then transferred to Client Services in 2003 as an Account Executive. In both departments, he distinguished himself as a strong relationship builder with a caring, proactive, and solutions-based approach to client service.

**“Sandip has built solid and lasting relationships with clients by taking the time to listen to them, understand their needs, and devise creative solutions to their challenges,” said Tara Marotti, Senior Vice President and Head of Client Services. “They see him as a true partner and value his exceptional consultative skills, responsiveness, and flexibility. He has the perfect combination of experience and skills needed to be a successful member of the leadership team in Client Services.”**

Prior to Burke, Mr. Narang worked for Horizon Research International in Louisville, KY where he was the Team Lead/Project Director and responsible for selling, analysis, and management of marketing research projects. Prior to Horizon, he worked in the hospitality industry where he managed the food and beverage operations at two luxury hotel properties within the Oberoi Group of Hotels. Mr. Narang has a Master’s of Business Administration from the University of Louisville, a graduate degree in Hotel and Restaurant Management from OSHM (India), and an undergraduate degree in Commerce (Business/Accounting) from SRCC, University of Delhi.

**Burke**  
SINCE 1931

Founded in 1931, Burke is an independent, decision sciences, insights and innovation firm. 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 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, Inc. acquired Seed Strategy in 2014, creating a world-class consultancy with the ability to provide stronger, more actionable perspective for clients through the pairing of Burke’s prowess in research-based decision support and Seed Strategy’s expertise in new product innovation and strategic brand development. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

FOR MORE INFORMATION:  
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