



## BURKE, INC. APPOINTS

*Tara Marotti*

## AS NEW CHIEF CLIENT OFFICER

BURKE, INC. IS PLEASED TO ANNOUNCE THAT TARA MAROTTI, SENIOR VICE PRESIDENT AND HEAD OF CLIENT SERVICES, HAS BEEN APPOINTED TO THE ROLE OF CHIEF CLIENT OFFICER (CCO) EFFECTIVE IMMEDIATELY.

Created in 2017, the CCO role is designed to strengthen Burke's partnerships with clients and its commitment to helping clients succeed.

**“The CCO role has become increasingly important to our relationship with clients,” said Jeff Miller, CEO. “It has allowed us to foster deeper collaboration and improved communication flow between account teams and clients. We now have more quality touchpoints and can consult with more synergy on research and insights, helping us to provide greater value to our clients.”**

Ms. Marotti succeeds Diane Surette, Burke's President and CEO-designee, in the role.

“Tara is extremely well-suited to be Burke's new CCO,” said Ms. Surette. “With a long history in Client Services, Tara understands what clients expect from a research partner and works hard to exceed their expectations. Her ability to connect with clients through her warmth, empathy, insight, and intelligence makes her a great fit for this role. Tara has always highly valued our relationships with clients; through their interactions with her, clients quickly recognize that their needs are Burke's highest priority and that we are committed to earning and keeping their loyalty.”

Ms. Marotti began her career at Burke in 1995 and has held positions in Account Management, Decision Sciences, and Client Services. As SVP and Head of Client Services, Ms. Marotti has helped Burke's business to grow by implementing new processes and resources with an emphasis on new business development and client relationship building. She earned an MBA at the University of Cincinnati and holds Bachelor's degrees in marketing and human resources from Indiana University's Kelley School of Business.



FOR MORE INFORMATION:  
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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.