

Burke & Company

DYNAMIC INNOVATIVE CONSULTING SOLUTIONS

ABOUT US

Burke & Company is a business consulting firm located in New York City. Our diverse client base looks to us for guidance, leadership and creative thinking in the areas of marketing, public relations and organizational development. Founded by Christy Burke in 2004, we work with companies across the nation to help them change the way their target constituencies perceive them.

We specialize in working with small and mid-sized entrepreneurial companies. By partnering closely with leadership teams, we develop communications programs to achieve objectives and set new precedents. We help clients to reinvigorate and reinvent their businesses, both from an internal and external standpoint.

Burke & Company consultants are innovative problem solvers. Whether our client's aim is to boost sales and awareness, to devise and implement marketing strategies, or to develop employees and transform their companies, we can help. We tailor our approach to suit each client, knowing that the organization's size, industry, leadership and financial goals will determine the smartest course of action.

At Burke & Company, we understand entrepreneurs. We are inspired by their accomplishments and welcome the opportunity to help them to realize and further their professional visions.

OUR CLIENTS

Our clients are the most important part of our business and earning their trust and confidence is our highest priority. We pride ourselves on developing longstanding relationships with our clientele and we become valued advisors to the companies that rely on our expertise.

Burke & Company built its foundation by serving the legal technology industry, in which our consultants have deep roots and a rich contact base. Since then, we have expanded our reach to include a myriad of other industries.

Though different in their needs and priorities, Burke & Company clients share a common objective – to dramatically improve their companies in a meaningful way through use of our services.

CLIENT INDUSTRIES INCLUDE:

LEGAL TECHNOLOGY
PROFESSIONAL SERVICE FIRMS
INFORMATION TECHNOLOGY
SOFTWARE PROVIDERS
ENTREPRENEURS
ARTS AND NON-PROFIT
PHARMACEUTICAL

“Burke & Company has successfully executed two different projects for The AMI Solution. The first was a project management assignment at a major pharmaceutical company. The second was an AMI initiative to develop a value proposition for marketing a new product. In both instances, we were impressed with Burke & Company’s level of performance. We would recommend them to small and large companies alike for their professionalism and creativity.” - Annie Merkle, President of The AMI Solution

PAGE 2

SERVICES

Our mission is to provide outstanding, intelligent consulting solutions with a personal touch. We aspire to this ideal in executing every project or assignment that we undertake.

Public Relations and Marketing

Many businesses simply do not have the time or manpower to focus attention on public relations and marketing initiatives. While they may be highly accomplished in their area of expertise, this acumen does not necessarily translate into a coherent marketing and promotional plan. Our clients have reported that prior to working with Burke & Company, their public relations or marketing activity usually happened “by accident”, if at all.

Burke & Company consultants know that few organizations can sustain themselves through referrals and chance marketing windfalls. Our experience tells us that a dynamic marketing and public relations strategy is the key to long-term stability and growth for any company.

By leveraging our public relations contacts, we can position your company, product and team members as leading resources in your industry. We interview your employees, clients and industry experts to write articles, press releases, white papers and case studies about your products and services.

We pitch story ideas to the press with a high degree of success in converting ideas into published articles.

From a marketing standpoint, we work with you to develop a clearer picture of your customer base, and to distinguish the client segments that will be the most profitable to approach. Burke & Company writers and designers can also help you to build outstanding marketing materials, from brochures and collateral to direct mail outreach. From initial brainstorming to final execution, we have a proven track record for achieving success on behalf of our clients.

Professional and Organizational Development

Burke & Company advises companies about how to develop their employees and organizations. We devise strategies for how your company can grow and change for greater efficiency and improved morale. Our consultants dig deep to address complex issues and to create programs that bring results and generate excitement.

Our intensive one-on-one sessions with executives assist them in developing their leadership styles and removing obstacles for success. On a corporate level, Burke & Company’s custom-designed sessions and corporate retreats have catalyzed dramatic progress for companies in a matter of days, or even hours.

"We contacted Burke & Company when InTouch Legal was preparing for business growth. We needed to stimulate change, build a strong team and focus on goals. They visited our office and interviewed our employees. Using this data, they created a two-day employee retreat which successfully addressed our challenges. They were organized, professional and able to handle conflicts well and we were very pleased with the results. From a marketing perspective, Burke & Company continues to advise us on a variety of issues." - Debbie Foster, President of InTouch Legal

PAGE 3

SERVICES

Our curriculum offerings are highly diversified, due to the versatility and expansive knowledge of Burke & Company's stable of consultants. Whether you want to create a marketing plan, mission statement or employee development program, we are ready to assist you.

Solidly rooted in the belief that professional education need not be tedious or boring, our professional trainers excel at conveying insightful, interesting content in a highly interactive and stimulating learning environment.

PUBLIC RELATIONS AND MARKETING SERVICES:

- PUBLICITY AND PRESS COVERAGE
- MARKETING STRATEGY AND MATERIALS
- BUSINESS WRITING
- EVENT PLANNING
- TRADE SHOWS
- GRAPHIC AND WEB DESIGN
- SALES AND BUSINESS DEVELOPMENT

PROFESSIONAL AND ORGANIZATIONAL DEVELOPMENT SERVICES:

- EXECUTIVE COACHING
- PROFESSIONAL DEVELOPMENT PROGRAMS
- CORPORATE RETREATS
- EMPLOYEE SKILL BUILDING
- ORGANIZATIONAL DYNAMICS CONSULTING

CONTACT US

At Burke & Company, we are confident that our strategies can add significant value to your organization.

We invite you to contact us to discuss your specific needs and explore the possibilities.

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"Burke & Company has completely changed the way we think and communicate to our target audiences. Their marketing and public relations initiatives on our behalf have been extraordinarily successful and have given us a clear competitive advantage in our crowded market niche. We have seen dramatic improvements in our product's brand recognition and credibility due to Burke & Company's efforts."

- Jeff Tefelske, Vice President of Sales, Synaptec Software