

Mary Burke

Madison, WI 53703

608-

WORK EXPERIENCE

- | | | |
|---------------------|---|----------------|
| 1995 to
May 2004 | Trek Bicycle Corporation
Director of Forecasting & Strategic Planning
Responsible for forecasting sales, scheduling production, managing inventory in addition to long term strategic planning and acquisition analysis. | Madison, WI |
| 1994-95 | Bicycle Industry Organization, Administrator
Set up non-profit trade organization for the bicycle industry. Managed all operational functions of Las Vegas trade show. | Boulder, CO |
| 1990-93 | Trek Bicycle Corporation, Director of European Operations
Accomplishments include growing company's European business from \$2mm to \$60mm in sales in 4 years. Direct bottom line responsibility for 8 operations in 7 countries. | Netherlands |
| 1988-90 | Manhattan Intelligence, Owner and Founder
Started information/recommendation service for visitors and residents in New York | New York, NY |
| 1986-89 | Intrepid Corporation, Vice President of Finance/CFO
Responsibilities for \$500mm private company included banking, accounting, acquisition analysis, financial management, budgeting, insurance and legal. | Brookfield, WI |
| 1985-86 | McKinsey & Company, Associate
As an associate at the world's 2 nd largest management consulting firm, provided clients with business planning, competitive analysis, and strategic market analysis. | New York, NY |
| 1984 Summer | Morgan Stanley, Summer Associate
Worked in both Merger & Acquisitions and Corporate Finance departments. | New York, NY |
| 1981-83 | Strategic Planning Associates, Research Analyst
Provided management consulting services to Fortune 500 clients. Studies included competitive analysis, financial analysis, cost reduction proposals and business valuations. | Washington, DC |

EDUCATION

- | | | |
|---------|--|----------------|
| 1984-85 | Harvard University, Master of Business Administration
General MBA program with first year honors. | Boston, MA |
| 1977-81 | Georgetown University, Bachelor of Business Administration
Magna Cum Laude. Graduated 2 nd in School of Business Administration. | Washington, DC |
| 1980 | London School of Economics
During leave of absence from Georgetown, enrolled in one-year program concentrating in Finance and Economics. | London |

OTHER

Member of Board of Directors of Trek Bicycle Corporation
President, Board of Directors, Boys & Girls Club of Dane County
President, Board of Directors, Maple Bluff Country Club
Member of Board of Directors, Inacom

From: [Nelson, Barbara - Office of Governor Jim Doyle](#)
To: ["Weiden, Michael S."](#)
Subject: RE: resume
Date: Tuesday, December 21, 2004 3:17:33 PM

Mike: Message received with attachment. Happy holidays to you too. Barb

-----Original Message-----

From: Weiden, Michael S. [mailto:MSW@quarles.com]
Sent: Tuesday, December 21, 2004 2:40 PM
To: Barbara.nelson@gov.state.wi.us
Subject: FW: resume

Barbara: Attached is an e-mail with an attached resume for Mary Burke, who the Governor may wish to consider for his cabinet, particularly economic development. I didn't mention how I was specifically referencing her resume, and the Governor can consider her transmitting e-mail. Please confirm your successful receipt of the e-mail and attachments. Thanks and have a merry Christmas. And a happy new year, as the song goes.

-----Original Message-----

From: Burke, Mary [mailto:████████████████████]
Sent: Sunday, December 12, 2004 8:58 AM
To: Weiden, Michael S.
Subject: resume

Hi Mike,

Attached is my resume. While I am very honored with your thought that I might be able to make a positive contribution to the Governor's staff, I realize that the Boys & Girls Club will keep me very busy for a good six months and even then, I do not know at this point whether I will want to re-enter the full-time work force.

I would appreciate being kept in mind but I don't want anyone wasting their time.

Best regards,
Mary

1 of 1 DOCUMENT

Bicycle Retailer and Industry News

June 15, 2004

Kids club clubs: Mary Burke has left Trek family.

BYLINE: Mazzante, Lou

SECTION: Pg. 1(2) Vol. 13 No. 10 ISSN: 1069-8493

LENGTH: 539 words

WATERLOO, WI--Mary Burke, Trek's director of forecasting and planning, must have known that she would one day leave the family company to help local children.

Burke has volunteered at the Boys and Girls Club of Madison, Wisconsin, for four years and served as the group's part-time president for the last two.

Now, as the group builds a second facility in Madison, its officers asked her to serve full time. So Burke, who is the older sister of Trek president John Burke, was forced to choose between her family at Trek and Madison's needy children.

Although she said it was a tough decision, she resigned from Trek in early May, but she remains a member of the bike maker's board of directors.

"The Boys and Girls Club needs significant help right now," she said. "Like any non-profit, they are in desperate need for skilled people."

Burke stayed at Trek through May to help train her replacement Roger Gierhart, who previously managed Kraft's Boca Burger division, which markets vegetarian burgers.

"For the past five years, I have been a one-person department" she said. "I have been carrying a lot of the information in my head, so I want to remain available to ensure a smooth transition."

Gierhart, like Burke, will forecast Trek's sales, schedule factory production and manage inventory levels.

Burke said the position is vital to maintaining high operating margins, adding that Trek's margins have increased tremendously as the company reduced the number of closeout bikes it ends the year with.

"We used to have a lot of closeouts," she said.

Burke, who has a master's of business administration degree from Harvard, began her career at Trek in 1986 as the vice president of finance for Intrepid, a holding company that owned Trek at the time. She later ran Trek's European operations, working in Germany and then the Netherlands.

After a brief "retirement" to snowboard in the early 1990s, she returned to the family business and managed the Bicycle Industry Organization (BIO), the ill-fated attempt by her father, Dick Burke, and other industry leaders to create an industry-owned trade show.

When BIO crumbled, she became Trek's special projects manager and helped create Trek's first Internet site. She also managed the integration of Klein and LeMond into the company. She became director of forecasting and planning five years ago.

Mary is the eldest of five Burke children. Besides John, Michelle is the only other sibling who works at Trek. She works part time, managing retail sales data. Two other sisters have no involvement in the company.

Shortly after Mary became director of forecasting, John asked her to volunteer at the Boys and Girls club. At the time, he was mentoring a young boy from one of the poorest neighborhoods in Madison who belonged to the organization. He encouraged Mary to mentor one of the boy's brothers.

But even with such altruistic goals ahead of her, Burke said she will miss working at Trek.

"I have a lot of friends at Trek and in the industry, and there are a lot of our dealers that I have know over the years who I will miss," she said.

But this may not be the last the industry sees of Mary Burke. "I don't really think of this as leaving the industry. I am just going to be a bit more distant," she said.

LOAD-DATE: February 5, 2008

LANGUAGE: ENGLISH

ACC-NO: 118742598

PUBLICATION-TYPE: Magazine

JOURNAL-CODE: OJWB ASAP

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