

Mary Burke

Madison, WI 53703

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WORK EXPERIENCE

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

EDUCATION

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

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