

FRED BURKE

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SUMMARY

Decisive, goal-oriented leader with proven organizational, business development and management skills. Successful in resolving complex issues and exceeding goals by identifying and penetrating new markets and motivating and training teams through positive reinforcement, guidance and example. Exceptional leadership and team-building skills.

EXPERIENCE

PATTERSON PARTNERS • GREENSBORO, NC

2006-Present

President

- Providing strategic public relations and marketing, issues and crisis management, employee communications, media relations, awareness and social responsibility strategies.
- Initiating communication strategies across multiple business channels to include: banking, financial services, national retail chains, restaurants/food service, pharmaceutical companies and non-profits.
- Developing new opportunities and strategic thinking, earning the respect of clients and target audiences worldwide.
- Credited with increasing business by more than 50%, increasing client business by 50% through initiatives implemented and developing new client base by over 35%.

DANBURY ACCESSORIES • MADISON, NC

1999-2005

President, 2000-2005; Vice President of Sales and Marketing, 1999-2000

- Restructured business from a private label manufacturer into a marketing company with a portfolio of eight globally sourced licensed brands, improving financial performance from a significant operating loss to strong operating profit.
- Provided leadership and general management to all functional areas for belt and accessories company supplying department store, specialty and mass merchandising trade channels with globally-sourced product for licensed brands including Bill Blass Ltd., PGA Tour, Carhartt, Lee Jeans, NASCAR, Cinch, Rockies and Cruel Girl Western Wear.
- Maintained atmosphere of open and intense communication that created consensus, commitment and enthusiasm for company strategy/direction. Reduced inventory by 50% and improved turns from 1.8 to 3.5; reduced costs by 30%.
- Worked with investment bankers to facilitate the profitable sale of this company, optimizing value to shareholders.

STARTER CORPORATION • NEW HAVEN, CT

1996-1999

Corporate Vice President of Sales

- Directed national sales operation for manufacturer/distributor of licensed/branded sportswear, formulating key advertising campaigns, creating innovative marketing plans for NBA, NFL, NHL, MLB.
- Managed group of 6 regional managers, 80 account executives and a productive support team.
- Developed targeted sales strategies for multiple product categories and distribution networks.
- Generated sales forecasts, market analyses; restructured compensation packages for \$375MM firm.

LEE COMPANY/VF CORPORATION • MERRIAM, KS

1992-1996

National Vice President of Sales

- Developed marketing/distribution strategies to expand sales, increase profitability and gain market share.
- Introduced Rider Jean brand to fill a unique niche in mass merchant distribution channel.
- Assembled a highly-trained and focused sales team of 22 account representatives to achieve target goals.
- Exceeded profitability goals 4 consecutive years and developed annual revenues topping \$175MM.

BASSETT-WALKER, INC./VF CORPORATION • NEW YORK, NY

1983-1992

Regional Vice President of Sales, 1988-1992; National Account Executive/Sales Representative, 1983-1988

- Directed sales efforts for \$400MM knit apparel division, managing/training account and support staff.
- Effectively marketed branded/private label programs to national chain and department/discount stores.
- Increased annual territory sales revenues by over 35% from \$38MM to over \$52MM.

LECHMERE, INC./DAYTON HUDSON CORPORATION • WOBURN, MA Assistant Buyer

1980-1983

FORMAL EDUCATION / PROFESSIONAL DEVELOPMENT

Saint Michael's College, Winooski, VT: B.A., Business Administration, 1979

American Management Association • Institute for Management Studies • TEC International • Rotary Clubs Intl.