

# Andrew J. Burke

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## *Experience:*

**RE/MAX Realty Group, Pittsford, New York** **2002-present**  
Full-time licensed Broker Associate REALTOR® specializing in residential and commercial real estate.

- “REALTOR Associate of the Year” in 2008 and “Rookie of the Year” in 2002.
- Sales Master and Sales Master Gold Awards from the Greater Rochester Association of Realtors®
- RE/MAX International President’s Club, Executive Club and 100% Club.
- Vice Chairman, Genesee Real Estate Information System, Inc.
- Board member, The REALTORS® Charitable Foundation.
- Chair, Industry Advocacy Committee, Greater Rochester Association of Realtors®
- Member, National Association of Realtors, New York State Association of Realtors, and Greater Rochester Association of Realtors®.

**Home Properties, Inc., Rochester, New York** **2000-2001**  
A \$2.5 billion Real Estate Investment Trust (REIT) specializing in multi-family housing. Nation’s tenth largest apartment owner/management company, with communities in Northeast, Midwest and Mid-Atlantic regions.

### **Vice President, Marketing and Purchasing**

Directed brand strategy development and corporate marketing activities. Managed corporate procurement efforts to leverage rapid growth in purchasing power, lowering costs a minimum of 10%. Led team serving marketing and purchasing needs of over 300 apartment communities.

- Conceived, created and implemented company’s first full-scale branding program, incorporating marketing collateral, Internet advertising and corporate web site.
- Implemented and refined e-procurement strategy to optimally serve multiple small locations.
- Procured fixed contracts for natural gas to reduce volatility, which led to 10% recovery in stock price.
- Managed corporate web site, including content and structure. Enhanced apartment search functions and local community content pages to better serve prospective renters and current residents.

**Xerox Corporation, Rochester, New York** **1995-2000**  
A \$19 billion manufacturer and servicer of office equipment and printing systems. The Supplies Division is a \$1.5 billion division responsible for manufacturing, marketing and sales of consumables, paper and other office products.

### **Supplies Business Manager 1999-2000**

Assumed P&L responsibility for all products and marketing for \$500 million business. Key metrics included customer satisfaction, profit before tax, revenue growth, gross and net margins, inventory assets, and ROA.

- Led cross-functional team of 23, including marketing, pricing, logistics, and inventory managers.
- Awarded recognition for achieving results in cost reduction and productivity.
- Implemented new product packaging design for retail and business-to-business markets.
- Managed integration with Canadian, European, South American and Australian counterparts.

### **Business Manager, Paper 1996-1999**

Managed full profit and loss for \$450 million paper business. Directed strategic marketing planning, product management, marketing, public relations, procurement, pricing strategy and tactics, distribution and logistics.

- Renegotiated \$150 million in contracts with Fortune 100 suppliers, which increased profitability by 15%, and restored the competitive position needed to grow market share by 10%.
- Reduced inventory by 20%, improved turns, and increased ROA.

- Launched new technology-based products for retail market and repositioned existing offerings
- Developed financial model for annual budgeting and forecasting quarterly results.

**Business Development Manager** 1995

Recruited to Xerox based on my expertise in the paper industry. Responsible for driving revenue from new markets and channels as well as identifying new products and strategies.

- Increased SKUs, shelf space and revenue with big-box retailers as National Account Manager.
- Co-wrote five year divisional strategic plan
- Led cross-functional team that developed indirect channels distribution strategy.

**Boise Cascade Corporation**

**1988-1995**

A top manufacturer of forest and products and the leading office products distribution company, with revenues exceeding \$4 billion.

**Senior Marketing Manager, Business and Printing Papers** *Portland, Oregon 1990-1995*

Led team responsible for product management, new product development, strategic market planning, market research, advertising and promotion. Liaison with key distributor and retail customers in office, commercial printing and graphic arts markets.

- Created and executed marketing campaign to reposition brand for growth in the growing office market
- Led product development activities for new technology-driven laser and inkjet papers.
- Received top company award for selling efforts that landed multi-million dollar Xerox account.

**District Sales Representative** *New York, New York / Portland, Maine 1988-1990*

Sold \$60 million of printing papers annually to publishers, commercial printers, magazines, catalogs and paper merchants in Northeastern U.S. and Canada. Upgraded sales mix and opened new territories.

**Bowdoin College, Brunswick, Maine**

**1983-1986**

**Assistant Campaign Director.** Directed major gifts effort of \$56 million capital fundraising campaign. Organized and trained alumni committees and managed solicitation planning.

**Education:**

**Northwestern University Kellogg School:** MBA, Marketing, Real Estate and Non-Profit Management, 1988

**Bowdoin College:** BA, English Literature, 1983

**Additional Programs:**

Stanford University Branding Institute, Palo Alto, California, 1998

Center for Creative Leadership, Greensboro, North Carolina, 1995

Hurricane Island Outward Bound, Rockland, Maine, 1986

**Community Leadership and Involvements:**

**Community Place of Greater Rochester, Inc.,** Chairman, Board of Directors

**Rochester Civic Garden Center,** President, Board of Trustees

**Linden Knoll, Inc., (a Friendly Home Services affiliate),** Chairman, Board of Directors

**American Lung Association of New York.,** Board of Directors

**American Lung Association,** Nationwide Assembly Member

**GENRIS (Genesee Real Estate Information System),** Vice Chair, Board of Directors

**REALTORS® Charitable Foundation,** Board of Directors

**Rotary International,** Rochester AM Chapter

**Ad Council of Rochester,** Strategic Roundtable Volunteer

**Interests:** Enjoy architecture, carpentry, landscape gardening, literature, sailing, skiing, swimming and the arts.