

# Brian C. Burke

## Education

---

**Seton Hall University.** Stillman School of Business. South Orange, NJ.

- M.B.A. with dual concentrations in Marketing and Sport Management – May 2013
- B.S.B.A. with concentration in Management and certificate in Entrepreneurial Studies – May 2011

## Experience

---

**Consultant, Marketing and Strategy, Thuzio, Inc.**

Greater New York City Area. (Mar. 2019 – Present)

- Thuzio is a sports events and media company. Its national event series celebrates renowned athletes and sports moments, while showcasing the shared values of sports, business, and life. Its events provide unrivaled access to sports icons in premium hospitality settings for a business membership community.

**Managing Partner, BurkeCapital**

Greater New York City Area. (Jun. 2017 – Present)

- Lead angel investment group that invests in high growth, innovative startups and later stage ventures.
- Assess investment opportunities and provide capital and strategy to catalyze growth and expansion.

**Founder & Chief Executive Officer, BurkeEDU**

Greater New York City Area. (July. 2013 – Jun. 2020)

- Provided development solutions for higher education and private secondary institutions and partnered with administrations to foster engagement, enhance the donor experience, and ultimately increase fiscal giving.

**Development Director, New York Professional Advisors for Community Entrepreneurs (NYPACE)**

Greater New York City Area. (May 2015 – Dec. 2016)

- Raised nearly \$500,000 – an organization record – and increased funds raised by 80% in 20 months. Led all areas including annual giving, major gifts, foundation grants, corporate sponsorships, and special events.
- Revamped the organization's mission and developed an integrated marketing communications strategy to create an effective and consistent brand message through annual reports, quarterly newsletters, and promotional videos.
- Appointed three new Board of Directors and implemented new Board performance expectations.
- Collaborated with the Executive Director on program management and managed a subset of entrepreneur projects.

**Graduate Assistant, Pirate Blue Athletic Fund at Seton Hall University**

South Orange, NJ. (Jul. 2011 – Jun. 2013)

- Worked on a cross-functional team that raised over \$3.25 million – a department record – and increased funds raised by 49% and the number of donors by 55% in two years.
- Raised over \$500,000 through special events in two years. Conceptualized and executed a variety of events including auctions, dinners, golf outings, and intimate “meet-and-greets” with coaches to increase alumni engagement and fiscal giving.
- Raised over \$350,000 and increased funds raised from former student-athletes by 47% in two years. Managed and promoted all Pirate Varsity Club initiatives to increase athletic alumni engagement and fiscal giving.
- Launched the Pirate Blue Student Club, the largest student-based club on campus with over 700 members, to introduce the current student population to the importance of alumni giving and increase student engagement in athletic events.

**Head Team Manager, Men’s Basketball at Seton Hall University**

South Orange, NJ. (Sept. 2007 – May 2011)

- Hired, trained, and developed a staff of 12 student-managers and managed the scheduling and operations for all practices and games for all student-managers.
- Traveled to all away games and served as the primary equipment manager on away game trips.
- Assisted coaching staff in player development through individual and team workouts.