

**BURST MARKETING
PRINCIPALS**



MORE CUSTOMERS. MORE REVENUE. RIGHT NOW.



Growing up, Steve loved playing board games that involved strategy or money. It wasn't long before family and friends didn't want to play when Steve insisted on Monopoly or Risk. Only a few years later, Steve bought his first stock at age 13; he became a licensed stockbroker for his family's brokerage firm by the time he was 18.

Steve successfully managed over \$50 million for investors until he turned his full attention to marketing and business development. He created and guided marketing plans for firms he'd helped obtain investment capital. And after more than a decade in the family business, Steve moved on to a Fortune 100 marketing career. Over the next decade, he launched new products and sales channels for New York Life, CNA Financial in Chicago, and as head of marketing communications

for Jackson National Life Distributors in Los Angeles, where sales were in excess of \$7 Billion.

While at JNLD, Steve built and ran one of the largest internal marketing communications agencies in the Industry, with nearly 50 creative and production staff in California and Michigan, churning out 8,000 projects a year.

WHAT STEVE MEANS TO BURST

Steve is our resident mad scientist – figuring out how to put together an effective marketing approach from the dozens of available web, new media and traditional strategies and tactics – while respecting clients' budgets and resources. Steve has helped build businesses big and small, local, national and international. He watches the trends and has written two books and a number of white papers on marketing strategies and customer satisfaction.

As Director of Strategy for Burst Marketing, Steve brings the full force of his 25 years in marketing to help our clients achieve their business objectives.

WHEN HE'S NOT WORKING

Starting at age 13, Steve began the care and feeding of his creative soul with the first of over 200 performances on stage. When time permits, you might see him in a production by any of the fine amateur theater groups in the Capital Region. He stays humble as a long suffering fan of the New York Jets, Mets, Knicks and Rangers – but is forever optimistic that 'this will be our year.'

Steve and his family live in Saratoga County, appreciating the quality of life he moved back from California to enjoy.



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DAVE VENER

Principal : Client Development



From the age of 8, Dave was a serial entrepreneur. With his sister's artistic help, they drew up flyers and David began his career. Mowing lawns and cleaning pools were his means of getting spending money to buy candy, model cars and bike parts.

Graduating from SUNY Buffalo with a degree in Business Administration, David went on to work for his family's company, imPress Printing & Graphics, and has taken the company from a mom-and-pop print shop to one of the largest printing brokerages in the Capital Region.

In his role as Vice President of imPress, David works with his clients advising them on direct mail strategy, print, one-to-one communications, PURLS and Web-to-Print strategies.

WHAT DAVE MEANS TO BURST

Dave is our go-to guy and resident expert on all the collateral we manage for our clients. He travels the world attending conferences learning best practices in ways to make the products we deliver for our clients efficient and effective.

David has served on the board of the American Marketing Association, Vascular Birthmark Foundation, Juvenile Diabetes Foundation, Albany Entrepreneurs Organization and is actively involved in the Printing Service Distributors Association (PSDA). David is also a graduate of Michael Gerber's E-myth mastery program. Through E-Myth, he has grasped a greater understanding of the importance of systems and how they relate to marketing.

Besides being our clown and making us laugh, David is a true industry leader, leveraging technology in our ever-changing field.

WHEN HE'S NOT WORKING

David's passion is his wife, Jennifer, and his three daughters, Sarah, Leah and Rachael. In the winters, outside of helping our clients grow, you will find David with his family on the ski slopes at Gore Mountain. In the summer he'll be found chasing the little white ball on his quest to make the Senior Tour. In the summer of 2009, David and his team won the NFL Alumni tournament held at Saratoga National, shooting 13 under par. The team will be traveling to the Super Bowl of Golf held in Maui, April of 2010.



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DAVE BORLAND

Principal : Client Development



Most boys dream of growing up to become firemen, baseball players, or totally awesome ninja warriors.

Young Dave Borland was a little different. He dreamt of becoming a business owner.

Since graduating from Clarkson with B.S. degrees in marketing and management, he's made that dream come true by founding a software training center and two web development companies (including IntelliSites).

In his role as President of IntelliSites, he delivers top-notch web sites and marketing strategies to small and mid-sized organizations.

WHAT DAVE MEANS TO BURST

No one knows the web like Dave does. He's the guy who translates goals into actionable web strategy. Having worked with over 600 clients, he's learned what to do and what not to do.

Besides being one of our favorite people, Dave is our guide through the wild world of web marketing.

WHEN HE'S NOT WORKING

Dave is married to the Capital Region's 2007 Teacher of the Year, and has two wonderful young children (who become steadily less wonderful after 6:30pm). In his spare time he coaches youth soccer, has been an adjunct computer science instructor at two local colleges, and has even hosted his own radio show.



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Sharon's artistic abilities began as soon as she could hold a pencil. When her parents went to her first grade open house, they wondered where her picture was among all the bunnies that were so nicely colored and displayed around the room. The teachers comment: "are you kidding, Sharon drew the master bunny for us to copy!"

Sharon continued her art career at The State University of New York College at Buffalo with a Bachelor of Science in Graphic Design and has been the creative driving force behind imPress's continued growth. In addition to being President of imPress, she serves as Manager of Internal Operations, ensuring the highest quality products and services for all projects - keeping big and small projects alike

on target for timely delivery.

Having grown up in her family's printing company, running presses, preparing mechanicals for pre-press and making plates, Sharon's life-long experience in the industry translates into know-how to combine the visually pleasing with technical savvy.

WHAT SHARON BRINGS TO BURST

Sharon brings to Burst Marketing her ability to manage our creative network and project managers to ensure total client satisfaction. She's actually our quality, efficiency, deadline guru who keeps the rest of us in line.

WHEN SHE'S NOT WORKING

Sharon currently sits on the board of directors for the Albany AdClub. She would spend more time on decorating, painting and photography if there were more hours in the day. Sharon and her husband, Rick, have two very active boys, Ethan & Dylan.



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