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LYN M. BURKE

Government & Public Affairs

Lyn brings a lifetime of legislative experience to each of her assignments. Lyn grew up in a political family where she learned that obtaining favorable outcomes requires skill, an in-depth understanding of the issues and diligent work.

As a government relations and public affairs consultant, Lyn's extensive political and marketing experience makes her a skilled negotiator who can translate complicated issues to create unique, compelling stories that move her clients' issues forward. Not one to shy away from a challenge, Lyn is especially proficient at understanding the issues, researching how they would be affected by legislative decisions, and building coalitions-- all of which strengthen her clients' voice and achieve positive solutions.

Lyn co-founded the bio-health company Ideal Health (now the Trump Network), worked as Director of Advertising for the Mass State Lottery, served as a consultant for Duke Energy and JP Morgan, and for the last two years has been Stop & Shop's Massachusetts' lobbyist. Her varied experiences, including her work on issues such as item pricing, identity theft, collective bargaining, health care reform and the bottle bill, have made her an articulate advocate for the businesses who must address these complicated issues.

Lyn earned a BS in Political Science from Suffolk University and is a certified trainer for business protocol from The Protocol School of Washington. In her free time, Lyn teaches interviewing skills to high school students at the House of Peace & Education, (H.O.P.E.) in Gardner, MA. Lyn lives on the North Shore of Massachusetts with her two daughters.

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Objective

Leverage Lyn's political and marketing expertise to move her Client's issues forward. Lyn's extensive experience, work ethic and outstanding reputation allow her to achieve favorable results.

Private Consultant

2007 - Present

Lyn brings a lifetime of legislative experience to each of her assignments. Her extensive political and marketing expertise makes her a skilled negotiator who can translate complicated issues to create unique, compelling stories that move her clients' issues forward.

Stop & Shop

Promoted many issues including Item Pricing, Cost Containment, Identity Theft and Product Labeling. As their Massachusetts representative, I researched government issues, provided the Client with frequent updates and collaborated on union issues.

J.P. Morgan

Introduced the Company to Massachusetts mayors and informed them of the products and services of J.P. Morgan. These included Pay Card—which allows municipalities to purchase and control inventory while earning cash rewards.

Print Promotional Services

Implement, organize and oversee promotional programs on behalf of state lotteries as well as builds loyalty programs, lotteries and sweepstake contests. Understands and follows state gaming regulations.

Trump Network (formerly Ideal Health) - Co-Founder

1997-2007

Founded customized nutritional company, formed partnership with labs to outsource the metabolic testing, worked on trade marking product formulations. Acquired several personal care lines including BIO essentials and developed/trained a national sales division. Handled all government & regulatory issues.

Massachusetts State Lottery - Director of Advertising (1990-1992)

1987-1992

Managed \$13MM advertising budget, collaborated with outside ad agency to implement new programs and promotions. Oversaw production of TV and Radio ad campaigns. Created advertising plan linking all media with marketing strategy. As Assistant Advertising Director, provided field marketing for sales reps, promoted state games and educated/trained sales agents on new promotions.

Hill Holiday - Print Production Assistant

1985-1986

Massachusetts State Treasury - Administrative Assistant

1983-1985

Education

Mount Wachusett Community College

1976-1978

Associate Degree

Suffolk University

1979-1983

BS in Political Science

Protocol School of Washington

2000-2001

Certificate in Business and International Protocol

Proficient in Microsoft Office

References and testimonials furnished upon request