



7TH ANNUAL INSURANCE DIVERSITY SUMMIT
HOSTED BY THE CALIFORNIA DEPARTMENT OF INSURANCE

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THE CALIFORNIA ENDOWMENT, LOS ANGELES

WORKSHOP D: LEVERAGING SOCIAL MEDIA, PANELIST



David Burk
The Electron Shop – CEO

David Burk is a successful entrepreneur, executive, culture creator, idea generator and technology strategist. Companies Mr. Burk has founded have garnered many awards for product, service, business and culture excellence. As a result, he was named as one of the top 100 most inspirational graduates in the 75-year history of the UCLA Anderson School of Business.

Mr. Burk's areas of specialty include mapping transformational technology solutions to business problems, strategic leadership for emerging technology groups, and translation of communications plans into supporting interactive campaigns.

Mr. Burk is a recognized leader, communicator, manager and expert in emerging technologies and niche marketing. He has been retained to formulate the internet, web application, and digital strategies for companies such as Autodesk, Salesforce.com, Visa, AT&T Interactive, Cisco Systems, John Muir Health, Hewlett Packard, Restoration Hardware, PeopleSoft, Jelly Belly Candy Company, 21st Century Insurance, and many others. Mr. Burk has also garnered recognition as governor-at-large for the American Association of Advertising Agencies, judging national interactive and advertising competitions, and managing many award-winning initiatives.

Mr. Burk's career began in traditional advertising with Dailey and Associates Advertising (American Honda) and Young & Rubicam (Nissin Cup O' Noodles). After receiving his MBA, he was founding marketing director for Wild Packets (<http://www.wildpackets.com/>), the premier provider of software-based network troubleshooting tools. In 1995, he founded Clear Ink (<http://www.clearink.com/>), one of the earliest interactive marketing firms, and grew it into a \$150 million integrated marketing communications agency by 2000 with acquisition of a direct marketing agency and the recruitment of a foremost advertising creative director. In March 2009, he was elevated to chairman of Clear Ink and joined Fleishman-Hillard as leader of the firm's West Coast Digital practice. After building that practice from scratch to a multimillion dollar endeavor, he founded The Electron Shop in 2013. The Electron Shop acts as an outsourced Chief Digital Officer for companies seeking new ways to grow using data and technology.

Mr. Burk earned a Bachelor of Arts degree in anthropology from Pomona College in Claremont, Calif., and a Master of Business Administration degree in general management from the UCLA Anderson School of Management.

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