

**Howe Burch**

Executive Vice President Managing Director  
TBC Advertising

Howe Burch is an innovative, highly accomplished marketing and advertising executive with extensive, global client and agency-side experience.

He currently serves as Executive VP Managing Director at TBC Advertising. In this capacity, Howe is the senior account director for numerous agency clients and is responsible for managing the agency's new business development efforts.

Howe joined TBC after serving as VP Marketing, U.S. for Reebok International where he led the planning and implementation of a fully integrated marketing program for the company's largest subsidiary. He also led brand enhancement programs linked to the company's sponsorship of the NFL and NBA as well as athlete icons such as Peyton Manning.

He earlier served for 12 years as SVP Marketing Communications and Sports Marketing at Fila, the global sportswear brand, where his communications and sports marketing programs drove global sales from approximately \$400 million to over \$1 billion within three years. During his time with the company, Howe led product merchandising and marketing programs around renowned athletes and events including, among others, Derek Jeter, Barry Bonds, Jennifer Capriati, the U.S. Open Tennis Championships and the ATP Tennis Tour.

Howe began his career in advertising account management, rising to SVP Group Account Director at Doner Advertising, the largest independently owned agency in the country. In that capacity, Howe developed advertising and communications programs for a variety of clients including Black & Decker, Healthy Choice, Klondike Ice Cream and Ford Motor Company.

Besides being a frequent contributor to MSNBC, CNBC, ESPN and other national media outlets on marketing communications, Howe has lectured on integrated marketing communications and sports marketing at some of the country's leading academic institutions including Duke University, Georgetown University and NYU. He has also been recognized by Advertising Age in their "Marketing 100" as one of the world's top marketing professionals.

Howe currently serves on the Board of Directors of the American Red Cross of Central Maryland. He is an avid surfer and runner and lives in Baltimore with his wife Debra and their three children.