

Karen Burns, Director of Marketing for Emerging Businesses, Allstate Roadside Services

Karen Burns is Director of Marketing for Emerging Businesses, Motor Club, and a subsidiary of Allstate Insurance Co. with an outstanding record of success managing all aspects of Direct Marketing. Strengths include the ability to identify trends, determine objectives, develop strategic direction and evaluate results for future direction. She capitalizes on new markets and product opportunities for accelerated and profitable growth.

Karen has served on the board of the Direct marketing Educational Foundation (DMEF), has been on the programming committee of CADM, Chicago Association of Direct Marketing, and is a long-standing member of the DMA and Teleservices Council. For many years Karen has served on the Advisory Board of Boy Scouts of America where her endeavors have contributed to successful fund raising events.

Among industry awards, Karen accepted, on behalf of Allstate Motor Club the Teleservices Excellence Award from the Direct Marketing Association for 2000 and Tempo Award from the Chicago Association of Direct Marketers for 2001.

Karen Graduated the University of Arizona with a Bachelor of Science, Business and Public Administration-Finance. In addition, she completed Advanced Studies in Direct and Interactive Marketing at the DMEF's Yeck Center. Karen and her husband, Kevin, are the proud parents of two sons and reside in Buffalo Grove, Illinois.