

Jack Burns

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EDUCATION

Northeastern University, D'Amore-McKim School of Business

B.S. in Business Administration, Magna Cum Laude – May 2025 **Concentration:** Finance

John Cabot University, Fall 2021 Semester Study Abroad

Boston, MA

GPA: 3.81/4.00

Rome, Italy

PROFESSIONAL EXPERIENCE

Ketchup Please

Co-Owner & Chief Operating Officer

Oconomowoc, WI

Jan 2023 – Present

- Launched Ketchup Please, an organic condiment (CPG) company which began as a Future Business Leaders of America (FBLA) project at Kettle Moraine H.S. (Wales, WI)
- Actively manage relationships with 7 co-packing clients, 12 team members, 28 raw material suppliers, 162 farmers market events, 805 retailers, and \$600,000+ in annual revenue between the brand and manufacturing arms of the business
- Flew from Boston to Milwaukee mid-semester spring 2024 with 48 hours' notice to pitch to Meijer's Supplier Relationship Team, securing pilot placement in 7 WI stores and became the top local vendor moving 6.36 units/SKU/store/week, growing to 67 Meijer stores with inline placement in March 2025 and expanded to 108 stores as of March 2026
- Coordinated and participated in the company's largest in-store demo push, selling 1,081 units in 1 week at Sendik's Food Market in July 2024, driving a 54.7% sales increase in the two months post-push (vs. same two months in 2023)
- Walked into the Port Washington, WI Piggly Wiggly store in May 2024 and pitched the store director on Ketchup Please; Launched on the shelf 2 weeks later, sold out 48 units at the first in-store demo, gained placement in 5 more of their stores by the end of the year, and now expanded to 32 Piggly Wiggly locations throughout WI as of July 2026
- Was 1 of 6 out of 52 applicants selected for Northeastern's Sherman Center 6-Month Venture Co-op Program to work full-time on Ketchup Please while still a student, growing the company's retailer count from 223 to 412 doors through launches with KeHE (DCs 16 & 18), Piggly Wiggly Midwest, Outpost Natural Foods, Fresh Thyme, and Festival Foods
- Oversaw the company's manufacturing transition from 2 co-packers in Hudson, WI and Madison, NE to an in-house 7,500 sq. ft. facility capable of producing 3,000 lbs. of sauce per day for Ketchup Please and co-packing clients

Congress Asset Management

Sales & Analytics Co-op

Boston, MA

July 2023 – Dec. 2023

- Tidied up the firm's 7 years of Unified Managed Accounts (UMA) data and built a Shiny application using R (rhino, echarts4r, bslib, dplyr, and ggplot2 packages) that separates reporting and analysis functions, saving the internal sales team 20+ hours of work every quarter
- Ensured quality of quarterly strategy marketing materials and flagged multiple GIPS® sector misallocations that would have otherwise required a notification to 20,000+ asset holders

Direct Supply

Marketing Intern

Milwaukee, WI

June 2022 – June 2023

- Redesigned LinkedIn advertisements for Direct Supply's eProcurement line of business, driving a 17% increase in click-through rate and 2 demo request conversions in the first week of campaign launch
- Built a natural language processing (NLP) Python program that pulled in marketing email subject lines and categorized each email based on its subject line content, helping marketers better understand and target the types of emails contacts receive

LEADERSHIP EXPERIENCE

Sherman Center for Engineering Entrepreneurship Education, Northeastern University

Entrepreneur-In-Residence (EIR)

Boston, MA

Jan. 2025 – June 2025

- Selected as the first Sherman Center EIR in 3 years to co-lead the 6-Month Venture Co-op Program, leaning on my experience building Ketchup Please to mentor 4 co-ops as they worked on growing their own ventures

Sports Business & Innovation Network (SBIN), Northeastern University

President, Director Northeastern Sports Business Conference (NSBC), Outreach Associate

Boston, MA

Jan. 2022 – May 2024

- Coordinated the inaugural conference in March 2023 with a \$1,500 budget, 150+ attendees, and panelists sourced from the NFL, Boston Celtics, Boston Red Sox, Boston Bruins, and DraftKings

SKILLS AND INTEREST

Technical Skills: Python, R (Shiny), Microsoft Excel, SQL, Tableau, Google Apps Script, AI Prompt Writing

Soft Skills: Impromptu Pitching (Trade Shows), Time Management, Problem Solving, Continuous Learner

Interests: Singing/Songwriting (Church Choir), Musical Theater, Milwaukee Brewers, Commercial Aviation, Travel