

# SPOTLIGHT

## Richie Burke, President

GoGeddit Marketing & Media (ggmm.io)

*(Member since 2014)*



Richie Burke was born with the entrepreneurial spirit coursing through his veins. Named for his grandfather, Richard “Dick” Burke, founder of the internationally successful Trek Bicycle Corporation, Richie started businesses growing up, however, his real ambition at the time was to be a professional golfer. (In high school he had a zero handicap. Modestly he says he’s kind of washed up; his handicap is now 4!)

But back to his entrepreneurship. While his father, John, President of Trek would have welcomed Richie to join the family business, he also supported Richie’s desire to create something of his own. Armed with a degree in Marketing from Marquette University, Richie started GoGeddit in mid-2011 initially as a deal site platform, not unlike Groupon. Gathering small business customers by door-to-door selling, Richie specialized in social media and event marketing. In the first year the venture had more than 15,000 users and nearly 100 clients. The firm was successful in numbers but not making any profit. The market had become saturated with more capital rich national firms. It was time to pivot and find GoGeddit’s real niche.

In early 2013, with two employees and an intern, including one a former football player, Richie called “The Freight Train,” the firm started shooting videos, building websites and providing savvy social media counsel. (At the time social media was still in its infancy for brands) The fledging agency landed their first big account, a Milwaukee-based automobile dealer with multiple locations and brands. The team was ready to go, however, early in the morning of the first scheduled commercial video shoot, the police department called Richie. The Freight Train had been arrested for Driving Under the Influence and his car was impounded. The car, of course, had the video equipment in it. After rescheduling the video shoot and picking up the soon-to-be-former employee from jail, Richie once again needed to use his creativity and come up with a new course.

(The other employee ended up having fabricated credentials and had been let go after six weeks. On the bright side, the intern at the time has gone on to become the current lead developer).

Undaunted, Richie forged ahead and ultimately came up with the idea that solidly launched GoGeddit Marketing & Media. Creating podcasts under their own brand, the product has received significant national attention. While GoGeddit has continued to grow significantly in the areas of web design and development, and social media lead generation, the company's own podcasts have generated tens of thousands of downloads and hundreds of thousands of video views. The podcasts are so successful GoGeddit now has its own studio and provides podcast development and execution for national and local businesses. The organization has grown to eight team members, one of whom works remotely from Houston, TX.

While Richie didn't join the family business, just this year GoGeddit started creating content for Trek Bicycle Corporation.

Richie's goals for 2019 are to continue to grow GoGeddit with the aim of generating seven figure revenue. Personally, he wants to get and keep his 6'1" frame under 200 pounds and to continue to overcome his recently developed anxiety issues with flying.

In his spare time, Richie likes to be with friends, golf, play basketball and invest time in self-improvement. He will occasionally splurge on nice tickets to Milwaukee Bucks' games.

A Madison native, Richie has a younger sister who does work at Trek. Unmarried, Richie has been dating a special woman for three years, so he's not single!

Richie joined Rotary because of Mary McCormick's recruitment skills. He's glad he did. He really enjoys the members, Tuesday speakers and the community involvement are great, too.

*P.S. He does own an older Project 1 Trek bicycle*



**Editor's Note:**

*This year we will feature the popular Spotlight series bi-weekly. The week of March 15th will profile Jim Milner, President & CEO, Urban Strategies/Sector Management. Rotary Spotlight is written by RCM Board Member (and its Sergeant at Arms) Barbara Velez.*