



## Mark Lacek

Managing Partner, Co-Founder

When the history of loyalty marketing is written, Mark Lacek's 20 years' worth of achievements will get a chapter of their own.

Mark ignited an industry when he led the development of Northwest Airlines' WorldPerks program. He and Peter Brennan co-founded The Lacek Group and MilePoint Worldwide. And along the way, they were named "Ernst and Young Entrepreneurs of the Year." More recently, Mark founded Lacek Development and built an upscale hotel and retail complex and then co-founded BidPal Network, a developer of wireless devices for charitable and silent auctions. He was also named one of America's "100 Best and Brightest in Advertising and Marketing" by Advertising Age magazine and one of "Minnesota's Best Brains" by Minneapolis/St Paul Magazine.

Mark earned his MBA from the University of St. Thomas and his baccalaureate with honors in economics from the University of Wisconsin, River Falls, where he serves on the advisory board of the College of Business and Economics. He is also a board member of the Minnesota-focused think tank, Growth & Justice and Audience Rewards, a joint venture of New York's Broadway theater owners.

Mark's greatest happiness and joy comes from his daughters Emmy and Ally whom he says makes everything worthwhile. Exploring the world with them and his wife Susan is his true passion and they are constantly embarking on new adventures.

However, ask Mark to rank his accomplishments, and the business and academic achievements lag behind a very personal one: the creation of Faith's Lodge an 80-acre retreat where families who have been affected by the illness or loss of a child can relax, regroup and begin to heal.