



Mark Lacek

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 with a staff of 200 and offices throughout the world. Brennan and Lacek then founded 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 platform 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. He currently serves on the board of Twin Cities' advertising leader, OLSON, is Chairman and co-founder of Faith's Lodge and a founding Board member of 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 including living in Tuscany, diving in Australia, hunting in New Zealand and starting a vineyard and now a working corn farm.

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 (www.faithslodge.org), a 70-acre retreat where families who have been affected by the illness or loss of a child can relax, regroup and begin to heal.