



LAWRENCE UNIVERSITY  
APPLETON, WISCONSIN



Mark Burstein, the 16th president of Lawrence University, came to the college in July 2013 from Princeton University where he served as executive vice president for nine years.

Since his arrival in Appleton, Mark has led a wide range of efforts—from campus life to fundraising and from supporting faculty scholarship and encouraging pedagogical creativity to alumni engagement. Mark is particularly focused on making a Lawrence education affordable for intellectually curious and multi-interested students. He has led the growth of endowed, need-based scholarships to meet the financial needs of admitted students and worked to decrease the university's operating budget by 7 percent.

He also has supported the implementation of significant initiatives designed to assure that Lawrence students thrive from matriculation to graduation. Mark has been an outspoken supporter of the liberal arts and is deeply committed to providing a rigorous and challenging education to prepare students to meet the needs of a rapidly changing world.

At Princeton, Mark led efforts to enhance campus life and modernize the university's operations and infrastructure. Projects accomplished there included creating an award-winning campus master plan, writing a sustainability plan for the university which integrated teaching and research with administrative initiatives and launching a four-year residential college system with the Dean of the College. Mark worked with the provost to decrease the university's operating budget by 15 percent during the economic downturn and led efforts to sustain the university's operational efficiency. Mark also served as a lecturer in the Woodrow Wilson School of Public and International Affairs and the Program in Freshman Seminars.

Before Princeton, Mark held several senior roles at Columbia University from 1994 to 2004. Mark also brings experience in local government, investment banking and consulting to his higher education career.

Mark earned his Bachelor of Arts in history with departmental honors from Vassar College, where he received the Catlin Prize for outstanding contribution to the Vassar community. He earned his Master of Business Administration in finance from The Wharton School of the University of Pennsylvania, where he was awarded the Morgenthau Fellowship. Since 2009, Mark has served as a trustee of Vassar College.

You are cordially invited to a special reception and discussion with President Mark Burstein welcoming him to the Lawrence community and celebrating the future of our college.

**Sunday, March 1, 2015**

**2 p.m.**

**Northern Trust**

**40 West 57th Street 21st Floor**

**(between 5th and 6th Avenues)**

**New York, NY 10019**

Hors d'oeuvres to be served and cash bar available

RSVP via enclosed card by February 20

For additional information  
call Lori Vosters at 920-832-7019  
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