

ABBY BURKE

Walker-Clay, Inc.

At just 33, Abby Burke, a busy mom and National Account Executive at Walker-Clay, is truly a force of nature in the promotional products industry. Known for her infectious humor, unwavering grace, and a creative eye that consistently delivers beyond expectations, Abby is a true standout. A social media maven (over 55K YouTube subscribers) and recipient of multiple industry accolades, NEPPA is proud to shine a light on her considerable professional accomplishments. But it's her personal story that truly elevates her to an MVP: Abby recently donated a kidney through the National Kidney Registry, a selfless act born from her desire to help her sister, ultimately benefiting another in need. Get ready to be inspired as you get to know Abby!

What is your title/role at Walker-Clay?

National Account Executive

How long have you been in the industry?

3.5 years

What do you like best about your company?

Walker-Clay is like the country song that goes something like "Come as you are, I love this bar" because we all show up to the office as ourselves. No work face needed. We might not be the biggest company but it's a melting pot of personalities and working styles. We have the freedom to work in our own ways and when you combine that with a collaborative environment, it feels like each day brings something to learn or new things to try.

How do you describe what you do for work to non-promo people?

I have yet to find a one size fits all for explaining what I do to outsiders. I like to joke that my job is about "having ideas and knowing a guy." Clients come to me when they have a need for off-line marketing and my job is to give them ideas and make sure I have the network to make them happen.

What is your favorite promo product that you own and use?

Dad hats and kitchen scissors with a magnet!

Do you have any words of wisdom for people who are just starting out in the industry?

My suggestion would be to add everyone you meet on LinkedIn immediately. It will help you remember faces, names, and where people work. Also, take advantage of any opportunity to learn something new. Webinars, classes, conferences, and anything else that pops up.

As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

Our team is taking steps to be more environmentally conscious. We're currently exploring certifications like EcoVadis and B Corp as part of our sustainability journey. On the operations side, we've gone paperless with invoicing and enhanced our warehouse recycling practices to help reduce waste and support a greener workflow.

When attending a tradeshow what is your Key to Success?

For me, it's important to approach tradeshow with a strategy for organizing photos. I've learned that you can take thousands of photos but if you do not have a method for organizing them (and remembering which supplier is associated), it can be overwhelming to manage later. It also helps to connect with clients prior to let them know you can browse for ideas. If a client mentions a project or theme, I create an album in advance so I can organize their photos on the spot.

Would you like to give a shout out to someone in the industry who has made a difference in your career?

Of course, everybody at Walker-Clay has had a huge impact on my career, but I want to highlight the other sales reps. I appreciate their willingness to brainstorm, give suggestions, and share resources and strategies. We are all so unique that we can support one another rather than feel like we are competing, and I love that.

Tell us something about you that most people may not know.

I played rugby in college. I also still have zero idea how to play rugby!

What is your favorite quote (movie/literary/personal)?

"I'm not a regular mom, I'm a cool mom" – *Mean Girls*

Do you have any fun hobbies or meaningful volunteer work?

I coach boys soccer and absolutely love it! Those kids are crazy but so much fun. I also play soccer and softball and I'm looking forward to getting back to that when I'm all healed up

What meme describes you best?

**TEAM
NIGHT OWLS,**



**WHO ELSE IS
AWAKE AND WHY?**