

# About - Bud Denker Bio

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## **Bud Denker**

Senior Vice President, Penske Corporation

Bud Denker, 49, is Executive Vice President of Penske Performance and Penske Automotive Group and also Senior Vice President of Penske Corporation.

Denker assumed responsibility for Penske Corporation's marketing and communications functions after joining the company in 2005. This includes Penske Racing's marketing, sponsorship, licensing and PR responsibilities.

Denker joined the Penske enterprise after many years with several Fortune 100 companies. His most recent position was with Eastman Kodak Company where he served as Vice President, Brand and Marketing Development. In this role, he was responsible for the company's worldwide marketing partnerships, which included the International Olympic Committee, Disney, Universal and motorsports.

He completed his graduate studies at Western Michigan University, receiving a Master's Degree in marketing. He obtained his undergraduate degree in management from Lake Superior State University.

Denker spent more than 13 years with PepsiCo Inc., serving in numerous marketing and management roles throughout the United States. He then joined Pillsbury/Grand Metropolitan where he was responsible for national sales functions.

Throughout Denker's business career, he has remained a motor racing enthusiast. He also serves as Chairman for the Detroit Belle Isle Grand Prix, which brought motorsports competition back to the Motor City in 2007 with American Le Mans and IndyCar Series races. The event will once again be held on Labor Day weekend in 2008.

Denker and his wife, Melissa, live in Bloomfield Hills, Mich., with their two young children, Christian and Cameron.