



## Linda J. Popky

### Consultant & Speaker

Award-winning consultant Linda J. Popky is founder and president of Leverage2Market Associates, Inc., a strategic marketing company that transforms organizations through bold and powerful marketing programs. Her experience includes work with such companies as Sun Microsystems, Cisco, NetApp, Autodesk, Applied Materials and PayPal, as well as startups, consultants, entrepreneurs and small businesses. She's been named one of Silicon Valley's Top 100 Women of Influence and to Alan Weiss's Million Dollar Consulting Hall of Fame®, and she's a charter member of Alan Weiss' Private Roster Master Mentor program.

Linda is the past president of Women in Consulting (WIC), as well as Vice President Marketing for the Northern California Business Marketing Association (NorCal BMA), and a member of the Society for the Advancement of Consulting (SAC).

An author and educator, Linda is a compelling and engaging speaker who's in demand for presentations, workshops, teleseminars and webinars to corporate, non-profit and conference audiences. She hosts the *Marketing Thought Leadership* podcast series, as well as NorCal BMA's Marketing Strategy Roundtable.

## Recent Speaking Engagements Include:

- American Society of Mechanical Engineers (ASME)
- Association of Strategic Alliance Professionals (ASAP)
- Astra Women's Business Alliance
- Bowling Proprietors Association of America (BPAA)
- Businesswomen's Network of Silicon Valley
- Cisco Systems
- Execunet Transitions Group
- Excesense
- Fountainblue
- IEEE Consultants Network Silicon Valley (CNSV)
- Institute of Management Consultants (IMC) Confab
- International Association of Business Communicators (IABC)
- Keypoint Credit Union
- National Association of Women Business Owners (NAWBO) Silicon Valley
- Northern CA Human Resources Association (NCHRA)
- Professional and Technical Consultants Association (PATCA)
- ProMatch
- Right Management
- Santa Cruz Chamber of Commerce
- Silicon Valley American Marketing Association (SVAMA)
- Stanford University Women's Leadership Conference
- Tech Data Corporation
- Transitions Program
- Watermark (formerly Forum for Women Entrepreneurs & Executives)
- Women in Consulting (WIC)
- Women in International Trade (WIT)
- Women In Technology (WITI)

## The Leverage2Market<sup>SM</sup> Series

### Top Reasons Why Marketing Doesn't Work (And What to Do About It)

Learn how to avoid common mistakes companies and consultants make in developing and deploying marketing programs.

### Planting the Seeds: How Marketing in a Down Time Helps Business Turn Up

When business is down may be just the right time for business owners to ramp up their marketing efforts. Learn proven marketing techniques to apply to your own situation.

### Big Marketing Tips for Small Company Budgets

Companies with smaller marketing budgets CAN produce results that equal or surpass their bigger competitor. Learn how to get results and dramatic returns on your marketing investments, no matter what the budget.

### Marketing Above the Fray

In today's environment, having a great product, a creative service or terrific technology is not enough to win. Learn why it's even more important now to be loud enough to be heard above the noise.

We also offer presentations on building a consulting business, leadership, strategy, global teams, branding, measuring marketing results, and other topics.

"Your presentation and the hands-on exercise of creating a marketing plan helped me understand not just what to do, but how and when to do it."

*Pam Creason  
Senior Partner  
GreenAxle Solutions, Inc*  
.....

"I really enjoyed your teleseminar. Lots of great information, concisely packaged and presented! Information I can really use!"

*Joyce Prescott  
Prescott and Associates*  
.....

"I recently chose Linda to present to a group of senior executives in transition. She made a challenging topic "real" for the group and captured the attention of everyone in the room."

*Bobbie LaPorte  
Career & Leadership Consultant  
RAL & Associates*  
.....

"What a great presentation you delivered. It addressed the needs of the audience, was interesting, and kept them engaged."

*Angel Rampy  
Co-chair  
Women in Consulting South Bay Group*

## Workshops

Looking for a different topic? Contact us for more information. We will be happy to create a custom presentation for you.

### Simple & Sensible Social Media for Small Businesses

With the social media explosion all around us, how does a small business know where to start? Learn how social media can supplement your existing marketing efforts and help you build a strong brand.

### Standing Out From the Crowd: Marketing Strategies to Build Thought Leadership

Customers, prospects, and employees need reassurance that they're associated with strong forward-thinking organizations. Learn how to use thought leadership to grow and develop a strong brand.

### Marketing Your Career: Positioning, Packaging, and Promoting Yourself for Success

Take a proactive approach to marketing and promoting yourself. Learn how to apply proven marketing techniques to your own career situation.

### Positioning: Right from the Start

Understand how to differentiate yourself with a positioning strategy that focuses on the value you provide your target audience.

### Promoting Your Non-Profit

Recruiting volunteers, fundraising, building awareness, and delivering programs to key constituents are just a few of the challenges non-profits face on a daily basis. Learn how your nonprofit can get the attention and dollars needed to be successful.