

# LINDA J. POPKY

## IT'S TIME TO STAND OUT ABOVE THE NOISE

SPEAKER, AUTHOR, MARKETING EXPERT

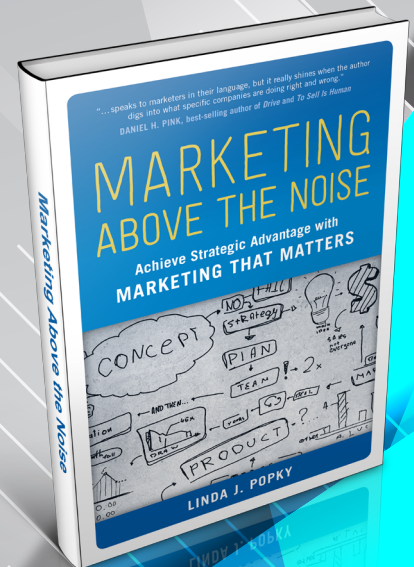


### Learn How to Achieve Strategic Advantage with Marketing that Matters

Award-winning marketing expert Linda J. Popky, the founder and president of Leverage2Market Associates, transforms organizations through powerful marketing performance. Her clients range from small businesses and consultants to mid-sized companies and large Fortune 500 enterprises. She lives and works in Silicon Valley, where she's been involved with many of the companies who developed and deployed the technologies that have changed the world over the last twenty-five years, including Sun Microsystems, Cisco Systems, NetApp, PayPal, Plantronics, Autodesk, Applied Materials, and others.

A consultant, speaker, and educator, Linda has been named one of the top women of influence in Silicon Valley and inducted into the Million Dollar Consultant® Hall of Fame. She is the past president of Women in Consulting and was the first marketing expert worldwide certified to offer the Private Roster™ Mentoring Program for consultants and entrepreneurs. Linda has taught marketing at San Francisco State University's College of Extended Learning, University of California Santa Cruz Extension in Silicon Valley, and West Virginia University's Integrated Marketing Communications program.

Linda is a compelling and engaging speaker who's in demand for presentations, workshops, teleseminars and webinars to corporate, nonprofit and conference audiences. A classically trained pianist, Linda recently released Night Songs, a CD of classical piano music.



*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 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

# Workshops & Keynotes

## Marketing Above the Noise: Putting Dynamic Marketing Leverage to Work

Learn how to make your marketing initiatives more impactful by reviewing the 8 dynamic market leverage factors and 5 momentum factors that help organizations rise above the noise in the marketplace.

## 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.

## 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.



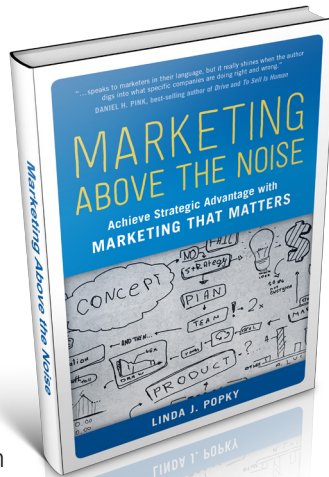
*I really enjoyed your teleseminar. Lots of great information, concisely packaged and presented! Information I can really use!"*

**Joyce Prescott**  
Prescott and Associates



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

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



## Presentation Topics

### Why Good Marketing is Never Enough

Why do some organizations creative marketing programs still fail? Learn about the five momentum factors that make or break marketing function.

### Timeless Truths and New Realities

How to use marketing successfully in today's chaotic, noisy environment.

### Amplify Your Reach: Why Employees Matter to Marketing

Take marketing initiatives to the next level by building branding initiatives that start with employees.

## Recent Speaking Engagements

- ▶ American Society of Mechanical Engineers (ASME)
- ▶ Association of Strategic Alliance Professionals (ASAP)
- ▶ Businesswomen's Network of Silicon Valley
- ▶ Cisco Systems
- ▶ Fountainblue
- ▶ IEEE Consultants Network Silicon Valley (CNSV)
- ▶ Institute of Management Consultants (IMC) Confab
- ▶ International Association of Business Communicators (IABC)
- ▶ Keypoint Credit Union
- ▶ Million Dollar Consulting College
- ▶ National Association of Women Business Owners (NAWBO) Silicon Valley
- ▶ Northern CA Human Resources Association (NCHRA)
- ▶ Professional and Technical Consultants Association (PATCA)
- ▶ Santa Cruz Chamber of Commerce
- ▶ Silicon Valley American Marketing Association (SVAMA)
- ▶ Society for the Advancement of Consulting
- ▶ Stanford University Women's Leadership Conference
- ▶ SV Forum



Looking for a  
different topic?

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