

## **P. GRIFFITH (GRIFF) LINDELL**

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### **PROFILE**

Over 25 years of proven leadership skills applied in diverse, difficult, and potentially destructive situations. P&L experience. Experienced at driving a fresh way to tackle tough areas that need extra insight, an objective viewpoint, or neutral facilitation to deliver innovative thinking, compelling communications and marketing strategies that have been proven effective time and again. Seminar leader; motivational speaker, business/life coach - **Adjunct Faculty**: Servant-Leadership; Marketing Communications; Marketing Management; Sales & Sales Management; Industrial Marketing.

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### **EMPLOYMENT BACKGROUND / TRANSFERABLE ACCOMPLISHMENTS**

#### **FOUNDING PRINCIPAL**

**Lindell Associates** – Woodburn, Oregon

2004 - present

Business/Life Coach based on my proprietary process (G.L.O.W.). Consultancy focused on developing communication congruency between corporate heart (culture) and corporate mouth (marketing, sales and PR) with a focus on customer-centric thinking using innovative and creative thinking tools that drive an intimate understanding of customers, a thorough understanding of competitors and a clearer understanding of themselves. Process builds teams that collaborate effectively and are motivated to achieve profitable results. **S.C.O.R.E.** volunteer. **Adjunct Faculty: Various.**

#### **PRESIDENT, CO-CEO AND CO-FOUNDER**

**cPower, Inc.** - San Diego, California

2000 - 2004

A start-up Web-based Software company developing a Product Marketing Suite of Software Tools. Four employees. Responsible for strategy, funding, software development, business development, source material, negotiating licensing agreements, VC presentations, staffing, and training. **Adjunct Faculty - various**

#### **Accomplishments:**

- Managed the development of the functional specification and the software development team.
- Co-negotiated a software license agreement with a large Japanese consulting firm.
- Co-developed and delivered a training program for the Japanese – in Japan with simultaneous translation.
- Delivered the featured speech at a Large Cabinet Door Manufacturer's national sales meeting that motivated the sales force and presented them with a solid plan that resulted in a larger market share.
- Conceived, planned, and facilitated for an acquired Division of a large publisher, a series of organizational development meetings, workshops, and seminars that improved effectiveness and productivity. As a result, this Division doubled (2X) revenue and became a corporate leader in contribution to profit.

#### **EXECUTIVE VICE PRESIDENT & PARTNER**

**DRB Partners, Inc.** - San Jose, California

1990 - 2000

Strategic marketing firm providing management, marketing, PR, and advertising consulting services.

Recognized (after my joining) as one of the top 25 agencies in Silicon Valley. Revenue Range: \$5-15M, 12 employees, 30 on contract.

Responsibilities included developing and managing a new strategic services consulting division, general business development, major accounts account supervisor and agency ambassador to advertising community. **Adjunct Faculty - various**

**Curriculum Vitae  
(Continued)**

**Accomplishments at DRB Partners-:**

- Developed and built the consulting division until it was contributing over 33% of Gross Profit of the firm.
- Managed the agency’s top five contributors to agency gross profit.
- Conceived and managed the development of a software program to manage the media buying function
- Formulated the process that determined the positioning and messaging for a series of special purpose graphic cards for high-end server and workstation combinations that gave a Fortune 100 Computer Company the first foothold in a market they had never dominated and gave them “the most successful product introductions ever” for each group within this portfolio launch.

**PRIOR EXPERIENCE:**

- **Sr. VP** of a (Civil Engineering) Corporate Holding Company & **VP/GM** of a Computer Division of the firm.
- **VP** for Yellow Pages Agency;
- **VP Sales & Marketing** for start-up manufacturer;
- **Advertising Manager, Director of Marketing Programs & Application Engineering** with Kodak-Spin Physics;
- **Executive Producer and Product Introduction Specialist** of an Advertising Agency;
- **General Manger**, Construction Division of Development Company;
- **Educator:** Fresno City School; High School, Junior High, Elementary and Adult Education **educator; Adjunct Faculty** – various.

**ADJUNCT FACULTY POSITIONS**

Eastern Oregon University – Gresham, OR	Leadership	2011
Concordia University – Portland, OR	Marketing & Leadership	2009- present
Marylhurst University – Lake Oswego, OR	Leadership	2009
Christian Heritage College- El Cajon, CA	Sales & Marketing	2003-04
University of California – Santa Cruz, CA	Marketing	1999 - 2001
Azusa Pacific University – Azusa CA	Sales & Marketing Classes	1992 -1993
University of California – Los Angeles	Creation Science	1975 - 76

**Curriculum Vitae  
(Continued)**

**SAMPLE OF INDUSTRIES SERVED AS A CONSULTANT (NATIONALLY AND INTERNATIONALLY)**

Analytical instrumentation	Electronics	Rapid prototyping
Automotive after-market	Internet-based businesses	Real estate development
Broadband communication	Medical devices	Software development
Computers and peripherals	Pest control industry	Special events management
Construction products	Publishing	Test and measurement
Analytical instrumentation	Electronics	Rapid prototyping
Automotive after-market	Internet-based businesses	Real estate development

**SAMPLE PROJECTS**

**Fortune 500 Computer Company**

**Problem:** positioning a series of special purpose graphic cards for high-end server and workstation combinations, determining an umbrella message and developing individual product or product combination messages. All of this had to be done so that both the markets and the opinion leaders (industry publication editors) would really “get it.”

**Solution:** planned and facilitated a series of workshops with cross-functional team members providing insights into customer perceptions, competitive battle plans and suggestions for messages that would compel buying behavior.

**Results:** one of the most successful product introductions for this group: both the marketplace and the editors understood the offering, despite the inherent complexities, because the positioning statements made sense and the messages hung together. It was a coherent, consistent, and comprehensible approach.

**Fortune 500 Test & Measurement Company**

**Problem:** recently spun off from its parent, the new company reorganized its product groups, assimilated new people and had to incorporate the new brand for a market category that did not care and resisted change. The new brand and associated messages had to be distinct from the parent, yet incorporate legacy attributes that had established market prominence. The positioning had to be rethought, new messages developed and a program outlined for consistent global implementation.

**Solution:** we expedited a series of workshops at each division in each major country, with our consultant traveling with the global brand manager, facilitating workshops with cross-functional product, sales and marketing team members.

**Results:** established a standard internal process for brand management and developed a methodology for working through messages, considering the competitive environment, understanding the new company’s strengths and weaknesses each from a customer-centered perspective.

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**Curriculum Vitae  
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**Cabinet Door Manufacturer**

**Problem:** faced with a tightening market as the new year commenced, the sales force needed strong motivation backed by a solid plan to capture higher market share.

**Solution:** as featured speakers at the national sales meeting, we provided a vigorous and thought-provoking view of how one can move forward in confidence, and backed that up with skill training in questioning techniques to more fully understand what drives the customer decision making process. We then added an in-depth competitive analysis, resulting in a list of key differentiators on which to build a winning presentation.

**Results:** attendees were “fired up,” and found it easier to wage competitive battle. One quarter into the new year, sales had grown faster than the industry.

**Acquired Division of a Large Publisher**

**Problem:** after acquisition by a large, media-based company, a fast-paced, dynamic division, still thinking and operating on “etime” needed to revisit strategy, to decide on which products to focus on developing to not only achieve the ROI demanded by the parent but also determine how best to use the resources available.

**Solution:** the consultants planned and facilitated a series of meetings with senior management, including several workshops and seminars built around corporate strategy, improving organizational communication and productivity and a focus on key success factors for operational employees, management and executive staff.

**Results:** a clearly articulated understanding of the business they are in and a focused product plan were developed, critical success factors were articulated and shared with the team, and the key success factors program was developed for each and every employee, concentrating on those work priorities that best supported not only the strategy, but also that person’s strengths and roles within the organization. Organizational effectiveness and productivity were boosted, and this division became a corporate leader in contribution to profit.

**CURRENT AND FORMER BOARD POSITIONS**

**President, Director,** Tukwila Homeowners Association

**Director,** Renaissance Reserve HOA

Advisory Board – Great Commandment College; Vivace Voices, LTD \*

*Director, International Assembly for Collegiate Business Education (IACBE)*

*Director, Founder & President, Liberty Kidz International, Inc.*

*Director, Co-CEO & President - cPower, Inc.*

*Trustee & Secretary, Camp Hope, Inc.*

*Director, San Diego Center for Children*

*Director, DRB Partners, Inc., A Strategic Marketing Firm*

*Advisory Board, Ingenius Software, Inc.*

*Director & Chair of the Long-range Planning Committee of Northern California Lupus Foundation*

*Director & Chair of the Programs Committee of the NorCal Business Marketing Association*

*Chair of the Board, Silicon Valley Association of Advertising Agencies*

*Chair of the Board, Hillside Evangelical Free Church, San Jose*

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**Curriculum Vitae  
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**PUBLISHED MATERIALS**

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| <ul style="list-style-type: none"> <li>• <i>Overcoming Your Impediments to Success</i></li> <li>• <i>Customer-centric Thinking</i></li> <li>• <i>Customer-Centric New Product Launch: Do or Die</i></li> <li>• <i>Tradeshow Pocket Guide</i></li> <li>• <i>Behavioral Diversity in the Workplace: A New Perspective</i></li> <li>• <i>The Elevator Pitch</i></li> <li>• <i>Tips on Public Speaking</i></li> <li>• <i>5 Tips for Business Survival</i></li> <li>• <i>Servant-leadership: A New Leadership Development Model</i></li> <li>• <i>Succession Planning: Attitude of Success Begins with Your First Job</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Struggling With You Business: 10 Questions to Consider Before Investing A(nother) Dime</i> ISBN 1456518474</li> <li>• <i>Starting Your Own Business: 10 Questions to Consider Before Investing a Dime</i> ISBN 1451547110</li> <li>• <i>Thoughts on Leadership – a Blog on leadership</i></li> <li>• <i>Griff's BizBlog – a blog on marketing/sales</i></li> <li>• <i>Pgriffithl – YouTube Channel – Marketing Videos</i></li> </ul> |
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**Articles**

Lindell, P. Griffith, "Lining up Your Marketing Ducks; Integrated Marketing Communications," *Marketing Computers*, October, 1996

Lindell, P. Griffith, "A Controversial Textbook," *Liberty*, September/October, 1976

Lindell, P. Griffith, "American needs to overhaul its business programs", Op-Ed, *Statesman Journal*, January 29, 2011

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**Un-PUBLISHED MATERIALS**

Manuscripts in development

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| <ul style="list-style-type: none"> <li>• <i>Writing the Marketing Plan (marketing)</i></li> <li>• <i>When Business Takes a Nosedive: 10 Steps to Help you Survive and Thrive in a Tough Economy (strategy and marketing)</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Jericho Principle: 10 Steps to Overcoming Impediments to Success (leadership)</i></li> <li>• <i>Living Inside Out: Finding Satisfaction at Work and Home (leadership)</i></li> <li>• <i>Are You Developing Leadership Habits? 10 Weeks to becoming a Serving Leader</i></li> </ul> |
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**PROFESSIONAL TRAINING & DEVELOPMENT, LICENSES & CERTIFICATES**

**LICENSES**

Interpreter and Trainer - BCon LIFO® Methodology  
Innovative Thinking Seminar - Trainer/Facilitator

**PROFESSIONAL RECOGNITION**

Certified Business Communicator (CBC)

**NON-ACADEMIC POST GRADUATE WORK**

Supervision / Management / Leadership Seminars  
Market Planning, Strategy, Sales, construction mgt Seminars

**NON-MAJOR GRADUATE WORK**

Linguistics, Theater and theater management

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**Curriculum Vitae  
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**EDUCATION**

MA Degree in Educational Administration - California State University - Fresno, California  
BS Degree in Education – Slippery Rock University - Slippery Rock, Pennsylvania

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**PUBLIC SPEAKER**

Plenary & Breakout Sessions Speaker: Seminar Leader

Representative organizations include: S.C.O.R.E; Oregon Small Business Fair; Oregon Painters and Decorators Contracting Association; Medical Marketing Association; American Heart Association; Canadian Pest Control Association; National Pest Control Association; Billy Graham Training Center; Business Marketing Association (BMA); HTMA; American Marketing Association; Hewlett Packard Sales Meeting; Agilent Sales Meeting; Polycom International Product Launch Meeting

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**S.C.O.R.E WORKSHOP SPEAKER**

**TITLES OF SCORE WORKSHOP PRESENTATIONS**

- Marketing for the 21<sup>st</sup> Century
- Marketing portion of the Introduction to Business Workshop
- Internet Marketing
- Surviving the Recession
- Seven Steps to Survive and Thrive in a Tough Economy
- Competing Successfully and Winning
- Eight Steps to Customer-centered Thinking
- Why Should Anyone Want to Buy From YOU?
- Ten Secrets of Distinctive Products
- Five Essentials of Selling – for the non sales person
- Selling for Small Business
- Starting a Business? 10 Questions to Consider Before Investing A Dime
- Turning Your Dreams Into a Reality

Curriculum Vitae  
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Example of Topics of Presentations		
Professional Conference Workshops	Professional Meetings	Other
<p><b>MARKETING: POSITIONING &amp; MESSAGING AND STRATEGY Workshops</b></p> <hr/> <p>HEWLETT-PACKARD PRODUCT POSITIONING WORKSHOP</p> <hr/> <p>H-P : Exhibiting Success A workshop based on my published <i>Trade Show Selling</i></p> <hr/> <p>HP-MTD PORTFOLIO POSITION AND MESSAGING WORKSHOP</p> <hr/> <p>Strategic Positioning Workshop – Agilent</p> <hr/> <p>PGS Messaging Workshop Agilent: SCM - SSTD POSITIONING AND MESSAGING WORKSHOP</p>	<p>Global Communication for Cross-cultural Literacy (BMA meeting)</p> <hr/> <p>Bay Area LUPUS Foundation Training on Developing a PR Strategy</p> <hr/> <p>LIFO® Method As the Basis of Corporate Strategic Foundations (Organizational Development Conference: Key Note)</p> <hr/> <p>Overcoming - <i>When You Are Between the Frying Pan and the Fire</i> (Chamber Meeting)</p> <hr/> <p>Increasing Profits in 2011’s Tight Economy Is There a “Magic Bullet?” (Oregon Painters and Decorators Contracting Association meeting KEYNOTE</p>	<p>Success Model Using the Lindell S-L Model (EOU 5 credit class)</p> <hr/> <p>Servant-leadership: A New Model for Leadership Development (Seminar: Marylhurst and Concordia)</p> <hr/> <p>What to do When You have No SDA (sustainable differential advantage): Use ROV (risk, originality and virtuosity)</p> <ul style="list-style-type: none"> <li>• 3 D Systems Senior Management Retreat</li> <li>• Oregon Technology Business Center Lunch and Learn</li> </ul> <hr/> <p>Using Questions to Encourage Thinking (Class for Educators)</p>

**Curriculum Vitae  
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<b>Professional Conference Workshops</b>	<b>Professional Meetings</b>	<b>Other</b>
Customer-centric Thinking and ROI – Polycom Workshop	Helping Colleges and Universities Prepare Today’s Business Students for Tomorrow’s Workplace (IACBE Regional Conf. – Keynote)	Succession Planning – Developing an attitude of Success begins with your first job. (Eastern Oregon University 5 Cr. Class)
Lathrop Messaging Workshop	Vision-Mission-Values: Key to Business Success (Canadian Pest Control Conference – Keynote)	Marketing Communications - the “Agency” Business (Seminar)
Agilent: SDF Management Workshop: Customer-centric Decision Making	AVOID? ...SUCCESS? How to Turn Your World Upside Down (Seminar)	Turn Your Dreams Into Reality (Oregon Small Business Fair)
Biblical Principles for Developing Strategic Foundations	“Aligning Engineering, Sales and Marketing to Prompt Customer-Centric Decision-Making” (Software Development Forum)	Servant-Leadership – A New Model for Developing Leaders (Workshop given to Concordia MBA class)
<b><i>VISION, MISSION, CORE VALUES, STRATEGIC PLANNING Workshops</i></b>	Global Marketing Impact (Marketing SIG: Software Development Forum)	Starting Your Own Business? 10 Questions To Consider Before Investing A Dime (SCORE workshop: Lindell Assoc. Workshop)
Varian – Oncology Systems – (Strategy Retreat)	Customer-centric Thinking (American Marketing Assn. - Silicon Valley Chapter)	
Canadian Pest Control Association (Keynote and breakout sessions)		
PCT Dialogue ’99 (Breakout sessions)		
Northern California Society for Technical Communicators (Monthly Meeting Keynote)		
Meeting Professionals International (Monthly Meeting Keynote)		

Curriculum Vitae  
(Continued)

Professional Conference Workshops	Professional Meetings	Other
<p>Business Marketing Assn. Natl. Conference (Monthly Meeting Keynote)</p> <hr/> <p>Team Building: Training Tips &amp; Active Listening Workshop (<i>Varian Medical Systems</i>)</p> <hr/> <p>Overcoming Impediments to Your Success – Brocade Systems – Business Planning Team</p> <hr/> <p>Attitude for Success (Chamber)</p> <hr/> <p>5 Tips For Small Business Survival (Chamber SCORE)</p> <hr/> <p>Marylhurst University Strategy based on VMV - Business School Planning Retreat</p> <hr/>		<p><b>PERSONAL PRODUCTIVITY WORKSHOPS</b> based on the LIFO® Methodology for Personality and Values Assessment (I am a licensed trainer)</p> <ul style="list-style-type: none"> <li>• International Students, Inc.</li> <li>• Stardust.com - 2x</li> <li>• Samax Precision</li> <li>• Mission Bell Architectural and Millwork</li> <li>• Servant-leadership Workshops</li> <li>• DRB Partners</li> <li>• Chevron executives</li> <li>• Eastern Oregon University class</li> <li>• Coaching Clients</li> </ul> <hr/> <p><b>SALES EFFECTIVENESS SEMINARS</b></p> <p><i>Networking For Success</i> (SCORE and various Chambers, groups and associations)</p> <hr/> <p>Speaker for kick-off meeting “Train the Trainer Seminar” (<u>Sun Microsystems</u> )</p>

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Curriculum Vitae  
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		<p>Also, numerous DRB Partner &amp; George Alban Company client retreats and sales meetings</p> <hr/> <p><b>“Get the Most Out Of Exhibiting”</b></p> <ul style="list-style-type: none"><li>• (Meeting Planners International – Northern California Chapter)</li><li>• (Medical Marketing Association’s Annual Conference)</li><li>• (BAY TRADE ASSOCIATION)</li><li>• (Hewlett Packard – Medical Devices Group)</li><li>• (Hewlett Packard – MTD Group)</li><li>• (Agilent – Test Division)</li></ul>
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