

Linda S. Reimer

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Professional Goal

To use my expertise, experience and abilities as a builder of companies, change agent and visionary to positively impact a company's culture for growth and profitability through innovation. The end result: create a remarkable company.

Key Descriptive Words

- Leader
- Visionary
- Strategic
- Innovative
- Relational
- Decisive
- Persistent
- Creative
- Persuasive
- Passionate
- Committed
- Loyal

Accomplishments through leadership and innovation

Publisher and Editor – innovative ways to reach customers

- Published and edited innovative national trade publications which were profitable direct marketing venues
- Created, published and edited HER HOME magazine a national subscription based and custom publication vehicle
- Electronic publishing – developed three websites; provided content

Marketing Strategist – assuring continual leadership in the industry

- Marketing strategies expert and developer – taking an idea from inception to profitable fruition
- Started a national licensing program focused on selling products and services to women by using extensive research to understand buyers' preferences – signed over 100 licensees nationwide, both from the home building industry and other markets.
- Developed a training program on selling to specific female personalities – increasing client sales

Change Agent – status quo is never an option for growth

- Through a new vision, diversified the company to withstand the downturn in the economy
- Recreated companies to maintain a leadership position in their industries
- Created a company culture that revolved around self-directed work teams and accountabilities
- Challenged the staff to recreate their departments
- Took companies from good to remarkable through change and innovation

Strategic Alliances – new profitable revenue streams

- Brokered design and publishing ventures with major lumberyard chains
- Brokered publishing ventures with major print publishers
- Brokered electronic publishing ventures with major websites

Selling and Acquiring Companies

- Acquisition of a website development company – a strategic purchase
- Successful sale of two businesses – found the prospective buyers

Human Resources – a company's number one asset

- Gave staff members freedom to discover their passion
- Helped the staff to become customer focused
- Longevity of the staff averaged 12 years
- Knowledge of employee benefits programs and 401K

Started New Companies

- Cranberry Creek – Country crafts shop in the city
- Country Primitives – County crafts cottage business with clients on the East coast

Employment History

Design Basics Inc., Omaha, NE
President

1992-2009

Positions held at Design Basics: president; VP of operations; publisher; director of publications; human resource director; reprographics technician.

Kiddie Kollege Early Learning Center, Omaha, NE
Founder / Director

1970-1993

Teacher, developed curriculum, government compliance

Cranberry Creek, Omaha, NE
Owner and Artisan

1983-1989

Accounting, artisan, buying

Involvements

- International Builder Show – Speaker on Marketing to Women and Personality Profiles
- Regional Realtor and HBA meetings – Speaker on Marketing to Women and Personality Profiles
- Council of Publishing Home Designers – President/Vice President/Member
- Grace University – Board of Directors

People Who Can Speak to My Work Ethic and Character

Available upon request