



## **Linda Ireland**

### Short Bio - General

Linda Ireland is co-owner and partner of Aveus LLC, a global strategy and operational change firm that helps leaders find money in the business performance chain while improving customer experiences. As author of *DOMINO: How Customer Experience Can Tip Everything in Your Business toward Better Financial Performance*, Linda builds on work done at Aveus and delivers real-life, actionable, how-to help for leaders of any organization.

Linda's passion for emerging growth and turnaround situations shows up in her experience in a wide variety of industries – automotive, multi-channel retail, technology and health services, and in roles that encompass operations, marketing, corporate development, and governance. Prior to Aveus Linda was CEO of FORWARD I, a strategy and marketing consulting firm. She has led strategic change in executive roles at Wilsons Leather, Genesis Direct, Digital River and Deluxe Corporation.

Linda has served on the boards of organizations in health services, the arts and leadership development. She is an active angel investor in woman-owned businesses. In 2009, Linda created Customer Experience for Profit ([www.ceforprofit.com](http://www.ceforprofit.com)) with Aveus. The site aims to dispel the myth that customer experience is a tradeoff to profitability and to connect a community of leaders putting this lesson to work.

Linda holds two Bachelor of Arts degrees from the University of Minnesota and an MBA from the University of St. Thomas in St. Paul, where she teaches in the graduate school.