



LINDA J. POPKY

CONSULTANT & SPEAKER



"Linda's marketing acumen is exceptional. She effectively articulates how to architect, manage, and deliver initiatives focused on driving revenue ROI."

—Carol Montgomery-Adams, Former Vice-President, Marketing Net Manage

"In Measuring Return on Marketing, Linda clearly and concisely covered an important topic for marketing professionals, giving real-life examples that allowed class teams to execute what we had just learned"

—Karen Young
Marketing Consultant
Northern Lights

"Marketing Your Career is a must for any professional aspiring to market him or herself to the limit!"

—Tony Green
VP Workshops
Silicon Valley American
Marketing Association

"Thank you for the right material at the right time."

Recent Workshop Participant

Linda J. Popky, President of L2M Associates, Inc., is a senior marketing professional who helps clients improve their bottom line by more effectively leveraging their marketing programs, processes and people. L2M enables a wide range of organizations from startups and small businesses to Fortune 100 companies use their existing marketing resources as effectively and efficiently as possible.

Linda has extensive experience in the technology marketing space, including experience with companies like Sun Microsystems, Cisco Systems, NetApp, Autodesk, and Applied Materials. She is the president of Women in Consulting (WIC), as well as a member of the Society for the Advancement of Consulting (SAC), and a mentor and coach for the Astia business incubator (formerly the Women's Technology Cluster). She is in demand as a speaker for presentations and workshops to corporate, non-profit and conference audiences and is on the faculty of the Integrated Marketing Program at San Francisco State University's College of Extended Learning.

She is the author of the recently published handbook *Marketing Your Career: Positioning, Packaging, and Promoting Yourself for Success*.

RECENT SPEAKING ENGAGEMENTS INCLUDE:

Association of Strategic Alliance Professionals (ASAP)

Businesswomen's Network of Silicon Valley

Cisco Systems

IEEE Consultants Network Silicon Valley (CNSV)

Institute of Management Consultants (IMC) Confab

National Association of Women Business Owners Silicon Valley

Northern CA Human Resources Association (NCHRA)

Professional and Technical Consultants Association (PATCA)

ProMatch

Right Management

Silicon Valley American Marketing Association (SVAMA)

Stanford University Women's Leadership Conference

Tech Data Corporation

Women in Consulting (WIC)

Women in Technology (WITI)



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THE LEVERAGE 2 MARKET 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: Why customers never buy products. How companies snatch defeat from the jaws of victory. When your competitors' victories help you win.

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

Investing in marketing seems harder to justify when business is down. Yet that's often the right time for business owners to ramp up their marketing efforts. Learn proven marketing techniques to apply to your own business situation, including how to be more proactive in marketing to promote yourself and your business. Understand why it's so important to plant marketing seeds when business is slow to be ready to reap success in the future.

Big Marketing Tips for Small Company Budgets

What do big companies know about marketing that makes them successful? How can companies with smaller marketing budgets produce results that equal or surpass their bigger competitors? Learn the key marketing programs that can be implemented by any size company to get results. Find out how to dramatically improve the return you get from your marketing initiatives, no matter what your budget.

There's No Sound Unless You Make It—Why Stealth Marketing Doesn't Work

In contrast to previous big budget, overhyped marketing efforts, many companies today are cautiously testing the marketing waters bit by bit. There's only one problem: Stealth marketing doesn't work. Learn why in today's business environment it's even more important to be loud enough to be heard above the noise.

Why Marketing Leverage Matters

In today's environment, having a great product, a creative service or terrific technology is not enough to win. Find out how improving your positioning, programs, processes and people can help you cut through the clutter and more effectively reach your marketing goals.

WORKSHOPS

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

In today's environment, now more than ever, it's important to take a proactive approach to marketing and promoting yourself. This workshop will help you learn how to apply proven marketing techniques to your own career situation.

ROI for the Rest of Us: Measuring Return on Marketing

Learn how to better measure and manage marketing investments to objectively substantiate the value of marketing campaigns. Here's a practical approach to marketing measurement, including an introduction to accepted measurement tools and techniques, and a focus on choosing the right metrics to measure.

Brand Strategies

Branding is integral to marketing any product or service. Learn about the key elements of branding, as well as the importance of brand and product positioning, brand identity and messaging to successful marketing campaigns and initiatives.

Positioning: Right From the Start

Understand how to differentiate yourself with a positioning strategy that focuses on the value you provide your target audience. Learn how solid positioning and messaging impact strategic decisions for your business. Why a solid marketing foundation can make or break your new venture.

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