


Linda Ruffenach, CEPA

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Summary

Linda is an entrepreneur committed to helping business owners achieve their vision of Total World Domination. Her 20+ years of C-level experience enables her to relate to the challenges business owners face every day. As the former CEO of a \$100 million international enterprise, she has been through almost every stage a company can experience from fast growth, rapid decline, to complete transformation.

In 2014, she founded two companies, Execuity and Whisky Chicks. Both companies embrace the idea that knowledge and experience breed confidence. By creating experiences that are approachable, fun, and informative, participants discover skills they never knew they had. Linda is a skilled facilitator and has developed a systematic approach for measuring and improving the value of a business. As a Certified Exit Planning Advisor (CEPA) and a certified Value Builder™, she helps business owners discover the critical drivers for increasing value of their business and break the dependency on them as an owner helping them find more time, money and freedom

Linda is committed to giving back to the community. Through Whisky Chicks she has raised over \$300,000 for charity and has served on the local board for the Coalition for the Homeless, NAWBO, WIFS (Women in Financial Services and the local chapter of EPI (Exit Planning Institute). She currently serves as a mentor for the Endeavor Scale Up program and has provided educational seminars to the SBDC, UofL Family Business Center, Exit Planning Institute and NAWBO.

Experience

Entrepreneur In Residence

University of Louisville

Jan 2022 - Present (1 month +)

As Entrepreneur-in-Residence for UofL's Forcht Center for Entrepreneurship, my mission is to support students who want to pursue their own ventures, bringing ideas from concept to reality through mentorship, advocacy, and coaching. I will focus on building strong relationships in the Louisville business community, and teach courses in management and entrepreneurship.

Founder / Chief Strategist

Execuity LLC

May 2014 - Present (7 years 9 months +)

Execution with strategic acuity.

A woman owned business established in 2014, Execuity has always been about helping our clients achieve Total World Domination. For every business it is about knowing where you are going, having the talent in place, building a relationship with your customer and consistently delivering upon expectations. Experience has taught us, a successful business is driven by its culture and culture begins at the top.

Who We Serve

From emerging startups to fully established businesses and non-profits, we serve businesses who recognize the importance of aligning their vision, values and actions with the wants and needs of key stakeholders.

We serve business owners who...

- Are curious to know what their business is REALLY worth
- Want to work smarter not harder
- Crave guidance and support from an experienced fellow entrepreneur
- See the need for increasing the cadence of accountability
- Are ready to do the work to increase the value of their business

What We Do

- Lead the conversation on what Total World Domination means for you and your business.
- Tackle the challenge of aligning marketing, sales and operations to ensure expectations match the experience.
- Help you Find, Get and Keep more customers so your business can scale and grow.
- Develop an experience that attracts, trains and retains the best talent.
- Optimize the customer experience to deliver raving fans.
- Identify and remove the roadblocks in the way of success.



Podcaster

Wealth Empowerment State of Mind

Dec 2020 - Present (1 year 2 months +)

We already know there is a wage gap between men, women and minorities. When it comes to personal wealth and savings, there is an even bigger gap. We know wage are a big factor but so is our ability to access the resources to scale and grow our businesses.

It can be a challenge when you get the sense that you are not being taken seriously, to find your way into the prominent networks that drive business only to find there are few that look like me, or dealing with the pressures of balancing responsibilities.

That is why we created Wealth Empowerment State of Mind, a place where we share the stories of successful business owners and industry leading financial experts to help inspire others on their pursuit towards wealth empowerment.



Founder

Whisky Chicks LLC

Jan 2014 - Present (8 years 1 month +)

Libation liberators, whisky educators and friendship facilitators.

What started out as a way to meet other women that had nothing to do with my job, kids or spouse has evolved into an enterprise focused on empowering others with knowledge about Kentucky bourbon and whisky. We have created a community with thousands of followers that share a passion and desire to continue their journey to becoming a #BourbonBadass.

Check out our educational arm. Bourbon Basics (bourbonbasics.com) is dedicated to making learning about whisk(e)y, especially Kentucky bourbon whiskey, fun and approachable. We design customized

experiences for sales teams, business meetings, conventions and large social gatherings. We work with meeting planners, hotels and venues to support the many requests for Kentucky bourbon education.



Interim EVP Of Operations / Strategic Advisor

GlowTouch Technologies

Nov 2017 - Jan 2020 (2 years 3 months)

GlowTouch Technologies is a global customer care right sourcing organization that specializes in technical support and customer care across multiple channels, platforms, and devices.

Extended full-time assignment, stepping into an interim position as EVP Ops to help scale and grow the BPO customer care division. Acted as a strategic advisor to CEO. Implemented industry best practices including application of DMAIC processes to drive significant improvement in KPIs. Increased revenue and profits by establishing a budgeting process, created pricing models and helped renegotiate key contracts. Created a branding message map and delivered a plan for external marketing and sales. Oversaw customer engagement operations insuring quality, consistency and efficiency.



Senior Consultant

Apr 2017 - Nov 2017 (8 months)



President / CEO

ACCENT Marketing

Jan 2010 - Apr 2014 (4 years 4 months)

ACCENT Engagement Management partners with our clients on developing and executing strategies that proactively engage and influence customers across all different communication channels including Social Media.

Our proprietary customer engagement model translates strategic customer management objectives into defined strategies and dialogues by channel. Through the combination of existing and historical customer data with real time data, and the application of analytic based models, ACCENT delivers 'real-time' engagements that influence prospects & customers in terms of aquisition, retention and loyalty.



Chief Operating Officer

ACCENT Marketing

Jul 2005 - Feb 2010 (4 years 8 months)

Oversee the operations for a \$150 million company with 9 domestic contact centers and 3 international locations (Jamaica, Trinidad and Philippines). Providing consulting and tactical insight for leading Fortune 500 companies' customer service strategies.

ACCENT is an international provider of integrated marketing solutions. We partner with world-class companies to help them acquire, support, retain, and grow their customers at every stage in the customer lifecycle. Since 1993, we've offered our clients an integrated suite of data analytics, direct marketing, contact management, and fulfillment solutions built on proven methodologies and extensive insight into customer behaviors.



Chief Financial Officer

ACCENT Marketing

Jun 2002 - Jul 2005 (3 years 2 months)

Responsible for general accounting, treasury management, financial planning, reporting & analysis, and overall corporate compliance for \$90 million company which had three years of 25%+ consecutive growth.

Acted as the primary corporate liaison for all legal issues

Responsible for public reporting of financial and corporate data

Gatekeeper for all capital expenditures and investments.

Oversaw the financing of business growth by maintaining strong relationships with local and national banking institutions

Managed the relationship with public parent company including the implementation of Sarbanes-Oxley testing and compliance

Developed a strong finance support team with the lowest department attrition in the company

Responsible for 3 consecutive years of successful external audit with zero adjustments to the financials

Proactively analyzed operational and financial results and make recommendations for achieving short and long term corporate goals

while providing ongoing operational consulting for contact center operations including workforce management, efficiency analysis and KPI performance management



President Customer Service / Vice President Operations

ACCENT Marketing

1998 - Jun 2002 (4 years 6 months)

Managed and provided strategic direction to 5 domestic and 1 international customer contact centers, 7 remote sales offices and the corporate office in Louisville.

Profit and loss responsibility for the core division of ACCENT delivering \$40+ million annual revenues and 18-20% EBITDA

Responsible for marketing & sales, strategic planning, quality development, training, client management and financial performance.

Developed and implemented strategies that enabled the customer service unit to grow at a rate of 45% year over year.



General Manager

ACCENT Marketing

1997 - 1998 (2 years)

Managed the day-to-day operations for 228-seat customer contact center including P&L responsibility.

Created processes and procedures for program implementation, day-to-day floor supervision, and reporting and accountability of key call center statistics.



Marketing Director

ACCENT Marketing

1994 - 1997 (4 years)

Primary contact for Fortune 500 clients providing strategy, implementation and follow up analysis for direct marketing, telemarketing and customer service programs.

Liaison between the operations team and the information technology team.

Coordinated the process flows, program specs, implementation and testing for new IT projects working with the end user to ensure the tools met their specific needs.

Education



Exit Planning Institute

CEPA Value Acceleration Methodology , Exit planning & value creation

2020 - 2020

CEPA, the Value Acceleration Methodology™ is the process taught at the CEPA Program which integrates exit strategy into business, personal, and financial goals of the business owner. The process consists of three major components, referred to as the “three legs of the stool”: 1) Maximizing business value 2) Personal financial planning, and 3) Life after business planning.



The University of Texas at Dallas

Bachelor Business Administration, Minor in Computer Science

1990 - 1993



Bellarmino University

Business Administration

1987 - 1990



Western Kentucky University

1984 - 1987

Licenses & Certifications



Stave & Thief Executive Bourbon Steward - Moonshine University



Scotch & Malt Whiskey Workshop - Gregor Cattanach and Ewan Morgan - Moonshine University



Certified Value Builder - The Value Builder System™



Talent Optimization Consultant Certificate - The Predictive Index

Issued Aug 2021 - Expires Aug 2023



Predictive Index Partner - The Predictive Index



Women Business Enterprise Network - WBENC

Skills

Customer Experience • Customer Satisfaction • Customer Engagement • Strategic Planning • Leadership • Return on Investment • Call Center • Operations Management • Direct Marketing • Telemarketing

Honors & Awards



Top 20 Coaches in Louisville 2021 - Influence Digest +

Jun 2021

The best coaches in Louisville is a tough list to compile with so many amazing coaches emerging today. Our team at Influence Digest did extensive research to find the best coaches in Louisville that are not only going to be your best listeners but also your best advisors.