

Cathy Linder chuckles that she started her career in marketing and delighting consumers at age 10 in her parents' retail clothing business in Charleston, W.Va. Her first job was "Bow Machine Operator" (in those days, gift package bows were hand-made from a ribbon spool contraption) for which she earned 50 cents per day and lunch on the weekends! She eventually graduated to the selling floor, but not until proving her worth at every step. That early grounding in the value of unrewarded hard work and mastering tactical lessons on how to win customer loyalty have served her throughout her career.

In her current position as Director of Marketing Research at Tempur-Pedic, Cathy brings a background in brand management and marketing research from a variety of companies and categories; including Procter & Gamble, Johnson & Johnson, James River/Georgia Pacific and Union Carbide as well as marketing research consulting positions with Groups Plus, Inc. and Marketing Corporation of America. She holds a M.B.A. in Marketing from Columbia Business School and a B.A. in Management & Sociology from Simmons College.

At Tempur-Pedic, she is engaged in all areas of global marketing research that leverage the voice of the consumer into technology innovation, product development, brand communications, retail and web selling strategies and consumer trend and tracking analytics. She is facilitating new ways to apply consumer research methods and disciplines to the growth and expansion of Tempur-Pedic's primary product lines – mattresses and pillows – driving toward a deeper understanding of the bedding consumer and what delivers their sustainable satisfaction and loyalty.

Cathy's non-professional interests include keeping pace with her three college and post-college "Millennial" sons, film and musical theatre, travel and gardening. She has held executive Board positions with the Junior League of Stamford-Norwalk (CT), Norwalk Community and Technical College, Columbia Alumni Network, Sayre School (KY) and a variety of school and church volunteer leadership positions. She lives with her husband, Rolf, in Lexington, Ky.



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Profiles in Leadership



WithIt

Women's Leadership Development Network

Cathy Linder
Director, Marketing Research
Tempur-Pedic North America

Will: Inspire You!

Won't: Lecture You!



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My Philosophy:

Leadership is easier to exercise than you think. It's mostly an attitude to stand up, show your colors and then *willfully* act on your convictions *consistently*, especially in the company of your critics. The challenge to lead is in front of you *every day*...not only in the large, serious consequential decisions...but in the everyday small ones.



**And...great leaders don't have
to be LOUD....and they know
how to survive failure.**



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10 Leadership Profiles

- All American Women
- Our Contemporaries....all alive but 1
- Diverse Fields:
 - ✓ **Business**
 - ✓ **Politics**
 - ✓ **Entertainment**
 - ✓ **Arts & Architecture**
 - ✓ **Military**
 - ✓ **Entrepreneurs**



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10 Leadership Traits

Conviction

Courage

Goals

Self-Confidence

Perseverance

Vision

Unconventional

Reinvention

Independence

Immersion



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Carolyn McCarthy

Singular Conviction



4-Term Congresswoman in U.S. House of Representatives, New York 4th District since 1996. Was a LPN before husband killed and son severely injured by random act of gun violence on NY commuter train. 6 killed, 18 injured. Elected as & continues to be fierce advocate of gun control. Carolyn is dyslexic.



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COL Sylvia “Stoneface” Moran

Unflinching Courage



Retired in 2011 from the US Army after a 35 year military career. Graduated from first 1976 West Point class to include women. One of most highly decorated officers of her generation. Served in highly competitive Airborne & Military Intelligence.



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Ann Fudge

Setting Breakthrough Goals



34 year management career began in marketing at General Mills. Was President of \$5B Kraft Foods division. Former CEO of Young & Rubicam Advertising. Currently Director of 8 Fortune 500 Companies. One of first 1977 female and women-of-color graduates of Harvard Business School. Was married and had first child before graduated college.



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Katy Perry

Unbridled Self-Confidence



26 year old singer, songwriter, actress. Released first gospel album at age 17 after one year of high school and GED. Strives for total artistic control and self management. First artist *in history* to spend one year, 52 consecutive weeks, in top 10 of Billboard Hot 100.



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Barbara Jordan

Perseverance Against All Odds



First African-American woman elected to Texas Senate (1966) and US House of Representatives (1972). Championed Civil Rights, Voting Rights, Immigration Reform. Full professor at UT 17 yrs before death in 1996. Won Presidential Medal of Freedom and many other honors. Suffered from multiple sclerosis entire public life.



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Women's Leadership

Mary Wells Lawrence

Power of Creative Vision

One of 2008
Founders of
wowOwow.com



Muse for Peggy
on 



Born in Youngstown.
started as copy writer
McCann Erikson 1953,
retired 1998 as founder
& CEO of Wells Rich
Greene. First woman
to own a major
Madison Ave agency.
She created:

- Plop Plop, Fizz Fizz
- I can't believe I ate the whole thing
- Try it, You'll Like it
- I ❤️ New York
- Trust the Midas Touch
- At Ford,, Quality is Job 1
- Flick Your Bic
- Raise Your Hand if You're Sure



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Meg Whitman

The Unconventional Paid Off



Started blue-chip career at P&G in 1979, rapidly rising star at Disney, Bain, Hasbro before taking risky leap as Ebay COE in 1998. Most advised her against it.

In 10 yrs, grew Ebay from 30 employees & \$4M revenue to 15,000 & \$8B revenue. In 2009 ran for governor of Calif winning primary but defeated in 2010 by Jerry Brown. Net worth \$1.5B.



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Judith Jamison

Artist Reinvented



Principal dancer and choreographer for the Alvin Ailey Dance Company from 1965 to 1980. Named Artistic Director 1989 and held mgmt role until 2011 retirement. Won numerous awards, Kennedy Center, Nat'l Arts, Emmy.



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Maya Lin

Fearless Independence



One of greatest American architects and sculptors. Won Commission for Vietnam Memorial 1981 at age 21 while an undergrad at Yale. Concept highly controversial & defended in front of US Congress. Withstood critics who opposed her Asian heritage. She believes she would not have won if submissions hadn't been "blind".



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Kim Knopf

Total Immersion



Kim & Karrie



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An intrepid entrepreneur, Kim started IMS in at age 23 in 1983 with \$25K, growing to current 115 stores in 4 states. She 100% personifies the business – involving her family to help deliver trust, value and quality to every customer – and drive future growth.

In Closing: Why Should We Lead?

- **To control our own lives**
- **To inspire and teach others**
- **To learn how to fail and recover**
- **To allow ourselves to grow**



Reading List

- ***Barbara Jordan: American Hero***, by Mary Beth Rogers: Bantam, 2000
- ***“Ann Fudge: Way Beyond the Glass Ceiling”***, by Judith H. Dobrzyski, *The New York Times*, May 11, 1995. jrank.org bio
- ***A Big Life (in Advertising)***, by Mary Wells Lawrence , Alfred A. Knopf, 2002
- ***“Katy Perry Makes Hot 100 History – Ties Michael Jackson’s Record”***, August 16, 2011, Billboard.com
- ***“Whitman: 100 Best Performing CEOs in the World”***, *Harvard Business Review*. January, 2010
- ***Maya Lin: A Strong Clear Vision***, Internet Movie Database, 1994



- ***Who's Who in West Virginia Business 2008 Winner: Kim Knopf***
[http://statejournal.com/story.cfm?
func=viewstory&storyid=46565&catid=172](http://statejournal.com/story.cfm?func=viewstory&storyid=46565&catid=172)

Notes



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Thank You!”



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