

Lynne M. White, CWC, CDPC

Business Advisor | Consultant | Author

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Summary

Whether an individual quest, a group objective or a corporate goal, you will quickly discover that I have a gift for seeing the not-so-obvious to strengthen each thing, guide transformation and bring forward potential across people, processes and systems. We work on any aspect of your business or life, in a pace and to the depth you choose based on all the pieces at play and the intended outcome.

Tapping into my innate healing gifts, I deeply understand human behavior, group dynamics, communication, holistic health and those touchy-feely things in life and work. I get a kick out of the diversity and the mix of generations, genders, culture, personalities and all the other human sensitivities that are a sandbox of life and business.

From my inner geek, I am equally balanced as a natural diagnostician, process improvement nerd, performance alignment guru, and efficiency (eparkeo style - see below) connoisseur. As a Certified Wellness Coach, Certified Design Psychology Coach and an accomplished Business Veteran, I have overcome my own personal and professional challenges, which has given me a certain know-how and empathy to relate and support others in a unique way. It's been a crazy journey playing in more than 23 industries of all sizes. At the cornerstones of what I do, there is humor, truth, accountability and play.

Specialties: Business, Efficiency (eparkeo style), Financials & Metrics, Process Improvement, Business Structures & Systems, Group Dynamics, Behavior Shifts, Sales & Marketing, Leadership & Management, Holistic Health, Life Strategies, Corporate Wellness, Personal Development, Technology, Engagement, Performance Alignment, Coaching, Training and Speaking...and more.

Experience

Business Advisor | Consultant | Author at Eparkeo | Lynne M. White Corporation

January 2001 - Present (13 years)

As a Business Advisor, the work I do in the world is firmly anchored in "eparkeo (ep-ar-keo)". It is how I relate and work with my innate gifts of efficiencies to support businesses through foundation building, start-up stumbles, turnarounds, transitions, growth endeavors and next level leaps. It is a Greek word that means "to be strong enough for each thing" or "to be effective in a way that leads to the strength of each thing". Mmmmm. Just sit with that for a minute and really let it sink into you.

Do you see how conflicting it is from the English interpretation of efficient that is defined and implemented as "the production of the desired effects or results with minimum waste of time, effort, or skill"? Can you feel the difference in the intent, energy and outcome? Which do you believe will manifest the greatest

opportunities? Which do you think will have an ongoing potency of vitality no matter the surrounding circumstances?

This word and its derivatives represent how I apply efficiencies in business and individual lives from a place of strengthening each thing around its true nature and it's cooperation as part of a whole. It is from that place where an abundance of manifestation through cooperation of all existence thrives...and how all of life works. (..and yes, there are some who pull hair, dig their heels in resisting, punch, spit and steal toys...they eventually step into it or move on)

Aligning business and people with their true nature frees them to operate in the most beneficial manners with the deepest ease for all. Integrating that with the environmental threads to support life itself is where businesses and people thrive, while experiencing great abundance, laughter and joy. It is shown that destiny unfolds through an exploration of the creativity of the individuated true nature.

We work on any aspect of your business or life, in the pace and to the depth you choose based on what you are seeking and by when. Shall we explore if there's a fit?

17 recommendations available upon request

Sales Trainer at The Learning Annex

November 2002 - November 2003 (1 year 1 month)

(Held role concurrent with full-time work.) Designed and delivered monthly training sessions on Mastering Cold Calling to eliminate toxic call reluctance and anxieties for professionals in Cold Calling roles. Stabilized emotional wellbeing around the topic and tasks. Received a consistent average 4.5 out of 5 rating from participants. Developed content, exercises, and interactive training for group sessions of 10 to over 40 participants. Course design accommodated various levels of participant experience, confidence and learning styles.

VP of e-Business Development at TeleTech

May 2000 - December 2000 (8 months)

Built, managed and executed all aspects of the Business Development Operations for a subsidiary company (Carabunga.com) within Newgen. Carabunga was a start-up, first-of-a-kind automotive industry SaaS-based online marketing on-demand system that averaged a 15:1 ROI. Created an initial go-to-market strategy that leveraged authentic marketing messaging, intuitive selling styles and an organic sales process resulting in a 12-month projected revenue of over \$22 million secured in just 10 months. The subsidiary company was sold along with Newgen to Teletech for \$160 million and I chose to exit.

2 recommendations available upon request

Director of Business Development | Technical Dir. | Account Mgr. | Technical Recruiter | Consultant at Kforce Inc.

March 1996 - April 2000 (4 years 2 months)

(Simultaneous role with Kforce Director of Consulting - National Consulting Team role below for 6 months.) Promoted three times in just short of four years. Initiated and grew the Pacific SW Region Business and sales operations with forecasted revenue exceeding \$32 Million in 18 months. Received the 1999 Sales Pioneer of

the Year Award for outstanding growth. Prior to that, served as Co-Project Manager on a Process Improvement Project for Sempra Energy across a 300-person IT department on a 6-month consulting engagement through the company.

5 recommendations available upon request

Director of Consulting – National Consulting Team at Kforce Inc.

November 1997 - April 1998 (6 months)

(6-month project and simultaneous role with Kforce Director of Business Development above.) Served on a hand-selected national team of experts responsible for assessing, building and growing a national technology consulting practice integrated with an staffing and recruiting firm.

1 recommendation available upon request

Project Manager | Technical Lead | Computer Specialist at Fannie Mae

February 1994 - March 1996 (2 years 2 months)

Served in three capacities through promotions and expanded roles interacting with business end users, analysts, and technical teams. Served as Technical Lead on three key financial systems. Developed project work load and timelines and conducted impact analyses. Reduced monthly system production processing time by 40%. Established standards for coding and program documentation.

Marketing Production Systems Analyst at GEICO

May 1991 - February 1994 (2 years 10 months)

Designed a Marketing Decision Support System utilizing a Full Systems Development Life Cycle methodology. Implemented a Corporate Total Quality Management Program and served as a Quality Facilitator. Developed user system documentation, system flow diagrams, data flow diagrams, time tracking reports, data dictionaries, flow charts, and procedural documentation for marketing software applications.

Survey Research Manager | Survey Research Specialist | Sr. Programmer Analyst | Data Analyst at ARC Professional Services (currently CSC)

May 1989 - May 1991 (2 years 1 month)

Promoted three times in two years. Managed an in-house team of 30 telephone interviewers running up to 11 concurrent telephone, mail and mix-mode surveys, from conception to post-production. Achieved a 99% survey response rate (14% above industry average). Surveys such as the NCI smoking intervention (COMMIT), Nuclear Regulatory Commission, Department of Education IPEDS, Logistics Management Institute, and CEER. Received Special Recognition Award for outstanding performance December 1990.

Certifications

Certified Wellness Coach

Spencer Institute

Certified Design Psychology Coach

Spencer Institute

Projects

Dealermine Inc.

2011 to 2011

Members: Lynne M. White, CWC, CDPC, Jason Patz

DealerMine Inc: Retained by investors/owners of a leading automotive software firm to help advance the companies technology products, stabilize operations and develop an exit strategy. Following the initial engagement, secured a 2nd engagement to manage the location of a buyer and negotiate the sale of the business.

Publications

Author, Co-Author and Ghost Writer (1997 to Present)

The Corporate Health & Wellness Association; Corporate Wellness Magazine; Oregon Business Magazine; San Diego Business Journal; San Diego Daily Transcript; Various Corporations; Various Universities; and Others

Authors: Lynne M. White, CWC, CDPC

Engaging Wellness: Corporate Wellness Programs That Work (see details below). October 2012.

“Making Your Forecast More Accurate.” by Tom Cox; Content from the Tom on Leadership Radio Interview with Business Wellbeing Consultant, Lynne M. White. Oregon Business Magazine. November 2011 - Editors Pick Award

“It’s Time for Positioning.”

“The Importance of CRM in Organizations...and the Internet.”

“Optimizing Rate Plans and Leveraging Customer Care.”

“Evolution of the Digital Age.” Co-authored with David Richardson

“How Do You Present Your Company During an Interview.”

“How to Retain Your Employees.”

Engaging Wellness: Coporate Wellness Programs That Work

The Corporate Health & Wellness Association October 12, 2012

Authors: Lynne M. White, CWC, CDPC, + 40 industry experts

This book provides the insights from industry experts on how to successfully implement, operate, and measure a corporate wellness program; as well as how to engage and motivate employees to become active in their health, along with other valuable insights.

Lynne had the honor of being one of 50 industry experts contributing to this "first of its kind" Corporate Wellness book. Her contribution is in Chapter 16 titled: "How Personality, Generational, and Gender Styles Dictate the Design, Selection, Implementation and Management of Wellness Programs for Increased Corporate Performance."

Available now at Amazon Print, Kindle, Barnes & Noble and iTunes.

Skills & Expertise

Wellness

Business Wellbeing

Health

Work/life Balance

Wellness Coaching

Performance Improvement

Business Results

Business Efficiency

Group Dynamics

Corporate Wellness

Product Management

Driving Growth

Business Expansion

Fitness

Wellbeing

Executive Coaching

Forecasting

Resource Efficiency

Business Management

Start-ups

Strategic Planning

Sales Process

Business Strategy

Marketing Strategy

SaaS

Sales Operations

Marketing Communications

Business Analysis

Business Planning

New Business Development

Executive Management

Compensation

CRM software

Product Marketing

Market Analysis

Market Research

Sales Automation

Marketing Automation
Sales Training
Organizational Effectiveness
Employee Engagement
Management
Business
Corporations
CRM
Program Management
Leadership
Coaching
Business Development
Management Consulting

Volunteer Experience

Co-Chair, Sales and Marketing Roundtable at TechAmerica (was AeA San Diego Chapter)

August 2007 - July 2008 (1 year)

(Held role concurrent with full-time work.) Increased roundtable event member participation by more than 230% for the nation's largest technology trade association with 2,500 member companies representing all segments of the high-tech industry, dedicated solely to help members' top line and bottom line. Nominated and voted in as a volunteer Co-Chair of the Sales & Marketing Roundtable to increase interest and attendance for interactive discussions on the latest marketing and sales industry strategies and techniques. Developed annual event schedule, relevant sales and marketing member topics, designed and analyzed member surveys, sold guest speakers to present, and co-lead events.

President at High-Tech Marketing Alliance (HTMA)

January 2003 - January 2004 (1 year 1 month)

(Held role concurrent with full-time work.) Increased membership base by 11%, increased event participation by more than 363%, stabilized the group to a positive cash flow and completed the turnaround of a 19-year non-profit high-tech marketing organization servicing the San Diego technology marketing community. Nominated and voted in as a volunteer President of the HTMA guiding more than eight board members and over 1,500 association members.

Education

National Exercise & Sports Trainers Association (NESTA)

2013 - 2013

Spencer Institute

Health, Fitness and Wellness Certifications, 2012 - 2013

Various Sources

Certificates & Certifications, Business, Sales, Marketing, Wellness, Human Behavior & Other Techniques, 1984 - 2013

Landmark Education

Leadership, Communication, Self-Expression, Life Strategies, Coaching, 2004 - 2008

Sales Performance International

Certifications, Solution Selling and e-Business Frameworks, 1999 - 1999

University of Maryland

MS, Management Marketing, 1991 - 1996

Pennsylvania State University

BS, Mathematical Statistics, 1984 - 1989

Activities and Societies: Available Upon Request.

Honors and Awards

“Editor’s Pick”, Oregon Business Magazine (Article by Tom Cox on Forecasting Efficiency Radio Interview with Lynne M. White)

“Strategic Partnerships Nominee”, American Society for Training & Development (ASTD)

“Advisory Board for RFP and Buying Process”, The MASIE Center

“Advisory Board for Supplier/Vendor Issues”, The MASIE Center

“40 Under 40 Award Nominee”, San Diego Metropolitan Magazine

“Sales Pioneer of the Year Award”, kForce Inc.

“Top Performing Internal Sales Consultant”, Fannie Mae

“Model of the Month”, Elite International Model Management

"Special Recognition Award", Computer Sciences Corporation (CSC)

“Employee of the Month for Operational Excellence”, Outdoor World Lake & Shore Resorts

Interests

having a blast in business, building things, altruism, guiding others to their true nature, deep belly laughs, truth, health & wellbeing, business vitality, human vitality, living passion, efficiency eparkeo style, process improvement, automation, technology, numbers and what they tell us, revenue generation, marketing, human behavior, business intuitive, people performance, psychology, talent behavior, selling techniques, forecasting, performance alignment, speaking opportunities, book publishing opportunities, consulting opportunities, coaching, balanced lifestyle, fitness and wellness, eating raw and organic, being an inspiration...oh heck, too many to list.

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25 people have recommended Lynne M.

"Hi Lynne, I just wanted to take a moment to thank you and recommend you. When I hired you in the past, you helped me with specific business requirements to help me and my business to be where it is today. Our clear vision and success has a lot do with your coaching that I hired you for several years ago. I am still using the documentation that came from your consultations. Thank you and best wishes to you in life, business, family and friends."

— **Eric Patrick**, was Lynne M.'s client

"Working with Lynne White has been one of the most well-rounding and enriching experiences of my career. She is an exceptionally driven and highly-skilled leader who has reshaped the way I approach each business day and the interactions within. With Lynne encouraging me to continuously step outside my comfort zone, I have developed invaluable skills and a wealth of experience in a minute amount of time. Her integrity, unstoppable work ethic, business know-how, and deep knowledge of human behavior sets Lynne apart. She continually encourages her staff to embrace the same high standard of integrity, empowerment, and balance; resulting in confident employees who independently use sound decision-making skills that are highly beneficial to both the business and its employees. Lynne would be an outstanding addition to any workplace, and it has been truly incredible to collaborate with her."

— **Laura Harvey**, *Customer Experience Manager, Root Whole Body*, reported to Lynne M. at Root Whole Body

"I cannot think of a more brilliant partner for delivering corporate wellness programs. Lynne has a unique ability to assess the spoken and unspoken, and seen and unseen objections and roadblocks to business efficiency and wellbeing. Her breadth of knowledge expands across all relative elements including the organizational structure and systems, operations, marketing and sales, psychology, financial health, corporate culture, ergonomics, communication, and level of wellness of staff and executives. She is credible and approachable, and an absolute joy to work with. By working with Lynne, the wellbeing of your environment is guaranteed to transform."

— **Tina Leigh**, **CHHC, CPC**, *Wellness Strategist, Root Whole Body*, worked directly with Lynne M. at Root Whole Body

"Working with Lynne has been an excellent business decision. She has guided me on so many different levels, which resulted in taking my business to a higher level. My only regret is that I didn't contact Lynne

sooner."

— **Deborah Moskovitch**, was Lynne M.'s client

"The word Superwoman comes to mind when I think of Lynne. She is a powerhouse and one of the best in the business. Lynne and I spent a year in a very intense communication program and I learned so much from Lynne and hold her in the highest regard. Highly recommend!"

— **Lynn Cude**, *Sr. Marketing consultant, Independant media consultant*, was with another company when working with Lynne M. at Lynne M. White Corporation

"Lynne lead a Seminar on Sales to my clients and it was transformational. She was able to create a new paradigm for all of us to step into that completely changed our view of it takes to be effective at sales and selling. Aaron Keith Ascension Programs"

— **Aaron Keith**, was Lynne M.'s client

"Lynne was instrumental in helping us to transform our sales processes and marketing operations at Total Training. Lynne was able to come in, assess our sales processes and work with our sales teams to develop appropriate strategies and tactics to move deals from prospect to close in the most efficient manner. She also contributed tremendous value in defining processes for our CRM system. Lynne is forthright and pulls no punches in her assessments. I appreciate and value that in a consultant and would highly recommend her if you are seeking a strong presence that gets results."

— **Chad Nelley**, was Lynne M.'s client

""It is my pleasure to recommend Lynne to you. She is a well-rounded executive and an incredible sales and marketing leader. We have worked together for more than 11 years now, at several companies, all of which I owe her a debt of gratitude for her influence in shaping them for success well into the future. I hope that Lynne and I will be able to work together again as she is a trusted colleague and friend, with talents and a personality that I've come to value greatly.""

— **Jason Patz**, *President and Chief Executive Officer, MarketSmart LLC*, managed Lynne M. at MarketSmart, LLC

"I have known Lynne for over seven years as a colleague with excellent marketing and business development expertise, as an expert speaker at seminars and as a moderator at special business events. Lynne is multi-talented from strategic and tactical to operations. If you work with Lynne you know that she is insightful about business objectives, the processes that support them and developing ways to measure their actual performance no matter what the metric. Lynne also uses this expertise in the diagnosis of business challenges and the valuation of new opportunities, sales programs and articulating recommendations. Lynne has a special ability to network, select people and get them together resulting in great teams and collaborations. Whether it's for a special event, a working team or to get the best minds and experience in the room to move forward. That's why Lynne is such a go-to leader."

— **Jeofrey Bean**, *Principal, Del Mar Research & Consulting, LLC*, was with another company when working with Lynne M. at Lynne M. White

"Lynne has breathed new life into my business and helped me leverage hidden opportunities that I had not discovered on my own. She is expertly skilled in recognizing and supporting all elements of your business that can benefit from improvement. Within only two weeks of Lynne's guidance, I was able to hire two new clients, renew an existing client, attract more income and feel more confident in my ability to grow and expand my client base, thus increasing monthly revenues. One of Lynne's greatest qualities is her intuitive nature. She quickly connects to your core needs and intuitively knows what steps and strategies are best suited for the ultimate success of your business. I highly recommend Lynne and encourage anyone seeking marketing and revenue generating support to hire her. I guarantee you'll like the return on your investment."

— **Tina Leigh, CHHC, CPC**, was Lynne M.'s client

"Lynne is a rock star at what she does. What sets her apart from other business consultants is her amazing intuitive insight into what it takes to grow a business and bring new business in the door. Lynne is able to meet the client where she/he is and move them towards the goals that the client has articulated in a fluid and joyful manner. When I first worked with Lynne, I was anxious, uneasy and doubtful. After a couple months of coaching, not only was I confident and enthusiastic, Lynne helped me find my voice and my sense of greatness. Lynne knows the business of business, has a clear and well articulated method, concept and vision. I recommend Lynne with as much enthusiasm as I can possibly muster."

— **Robert A. Simon, Ph.D.**, was Lynne M.'s client

"Lynne has a unique ability to communicate intelligently, clearly, directly, and productively. She helped me focus my marketing and sales efforts in ways that maximize my revenue each year. Since hiring Lynne to help me with my sales cycle, the last two years have been my best net sales years in my 8 years as a sole proprietor. Additionally, since Lynne has a technical background and is able to understand the data mining field I am a part of, her comments and recommendations were on-point for my industry. Finally, on a personal level, Lynne was easy to work with. I would recommend her without reservation."

— **Dean Abbott**, was Lynne M.'s client

"Lynne organized and facilitated a 2-day business development conference for my company that was energy packed and results oriented. Her focus on a well defined sales process as the backbone of a company's successful selling efforts has been a key driver for our recent success. I would hire Lynne again."

— **Todd Grant**, was Lynne M.'s client

"Example: Lynne is a detail-oriented manager who watches the balance sheet like a hawk without ever losing sight of the strategic objective. Lynne is highly motivated, organized, passionate, takes her responsibilities and commitments very seriously. When Lynne says something you can count on her to follow through and ensure the results are produced. Lynne has a great personality and excellent communication skills which puts

her at a level far beyond others I have worked with. I have no reservations about recommending Lynne White. Gulam Jamal, CEO TN Visa Expert <http://www.TNVisaExpert.com>"

— **Gulam Jamal**, *CEO, TN Visa Expert*, was with another company when working with Lynne M. at Velocity Partners Inc.

"I have worked with Lynne on a number of occasions over the past few years and found her to be extremely knowledgeable and very skilled when it came to solving problems within sales organizations. She was able to create bonds within sales teams even when the overall sales environment was in disarray. I would call on her again when I run into situations where sales are a problem and/or need to be revamped."

— **Jim Butz**, *Principal, Resonnect*, worked directly with Lynne M. at Velocity Partners Inc.

"Lynn White reported to me while at Carabunga, she was Vice President of Business Development from 1999 - 2000. She is success oriented, analytical, able to think strategically and tactically, and has good execution skills. She enjoyed good success while calling on Fortune 500 companies, as well as crafting business partnerships. I recommend her highly."

— **Jim Roche**, *President, Carabunga, Inc*, managed Lynne M. at Velocity Partners Inc.

"Lynne listened to strategic sales challenges facing our business and recommended a tactical game plan to crush them. The result was a streamlined and visionary road to map to success. We are a better, more profitable company from the experience of working with Lynne."

— **Keith Deinert**, was Lynne M.'s client

"I have known Lynne professionally for thirteen years in a variety of capacities, including working together at Newgen Results as colleagues in the Carabunga spin-off. I have always found Lynne to be very competent, highly intelligent, organized, personable, positive, creative, enthusiastic and inspiring. I look forward to future opportunities to work with her again. She has my highest recommendation."

— **Geoffrey Singer**, *VP of Internet Development, Newgen*, worked with Lynne M. at Newgen Results Corporation | TeleTech, Inc.

"I am happy to recommend Lynne. During our time together at Newgen she was key to the growth of the Carabunga product that I managed, a 1st of its kind web to print marketing system for automotive dealerships and OEMs. In less than 10 months with very little support she built relationships with several key Fortune 100 OEMs as well as several large dealership groups, while her team brought in dealership accounts from the bottom up. Her sales efforts quickly put the product on a track to prolonged profitability. You'll see that I hired Lynne later in her career at MarketSmart, and would do so again when a need for her talent arises."

— **Jason Patz**, *Senior Director of Product Development & Operations, Newgen*, worked directly with Lynne M. at Newgen Results Corporation | TeleTech, Inc.

"I recruited Lynne when I was an Account Manager to work on a high profile process improvement program

for SDGE (Sempra Energy). She won the praise of our client, and our company was so impressed with her work that we hired her directly. She continued to amaze us with her business knowledge, superior customer relationship building, and her creativity in improving the business environment at our most valued clients. She helped our company start our Emerging Technologies group and was presented a national award for her work. I still keep in touch with Lynne and hope I have the pleasure to work with her again in the near future. She truly has a special talent and is an expert at her craft."

— **Michael Lyons**, *Account Manager / Business Analyst, Source Services*, worked directly with Lynne M. at Kforce Inc.

"I was very fortunate to have worked with Lynne. Lynne is absolutely the perfect person to have on your team. Her customer focus and team spirit approach was certainly a major contributing factor to our success. I would be honored to be a part of the same team with Lynne again and would not hesitate having Lynne work for me at any time....."

— **Reggie Pelletier**, *National Network Practice Director, Kforce Consulting*, worked directly with Lynne M. at Kforce Inc.

"While at Kforce, Lynne championed the rollout of Kforce Consulting which was a Technical Services Consulting practice. This product/service offering was brand new to Kforce and called for a smart, customer focused individual to implement and grow - which she did with great success. This leadership role was a natural choice for Lynne as she's sharp, consultative in nature, confident, gregarious and really understands solutions selling."

— **Alex Wenz**, *Sr. Technical Recruiter/ Account Manager, Kforce, Inc.*, worked with Lynne M. at kForce Consulting (name change from Romac)

"Lynne is a true professional. She has always been focused in understanding and meeting clients needs while continuing to have a fresh approach to her business."

— **David Hattman**, *Account Manager, Kforce Inc.*, worked with Lynne M. at kForce Consulting

"Lynne was never afraid to tackle the big challenges and face them head-on. She approached customers in a consultative manner and always looked for opportunities that benefited all parties involved."

— **Louis Song**, *Managing Director, Kforce*, worked with Lynne M. at kForce Consulting

"Lynne, worked for me and proved to be outstanding in every aspect of her work. I highly recommend her."

— **Joseph Gendron**, *CEO, Surrex Solutions Corporation*, managed Lynne M. at Kforce Inc.

[Contact Lynne M. on LinkedIn](#)