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Linda Ford, PhD

Maverick, entrepreneur, catalyst, leader, sage advisor, change agent. **Dr. Linda Ford** is all of these. In her new book, *The Fourth Factor*, Linda shows executives how to manage organizational culture - the fourth factor - in order to successfully manage the other three critical factors of products, customers, and cash. (Release date: September, 2007. See www.FourthFactorOnline.com for more information.)



Experience

Linda's broad experience includes both in-house and external consulting perspectives.

In-house:

In over 15 years in large, global organizations, Ford has

- Managed a regional P&L
- Sold large computer systems
- Provided field marketing tools and support
- Been a product manager for a complex storage system
- Developed software products

Consulting:

In fifteen years of consulting work, Linda has worked with organizations to achieve performance outcomes such as:

- Saving millions of dollars in inventory costs
- Transforming a cost center to a profit center successfully
- Reducing time to market for new products

This rich and diverse background enables Ford to grasp the various facets of each organization from a broad perspective and help leaders arrive at systemic solutions.



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Key Competencies

- Using a systemic view to drive enduring change
- Creating and executing plans on time, on budget
- Working across functions to achieve company-wide goals
- Developing capability in leadership teams
- Capturing, clarifying, and communicating complex ideas

This unique combination of skills enables Linda to work simultaneously at the individual, team, and organization level to help each organization achieve its goals.

Education

B.A. Mathematics, Texas A&I University

M.A. Organization Development, Fielding Graduate University

Ph.D. Human and Organization Systems, Fielding Graduate University

Trained as a scholar-practitioner, Linda weaves together a thorough grounding in the theory of how people and organizations work with her solid practical experience.

Affiliations

- TexChange Board of Directors, Austin
- National Coalition for Dialogue and Deliberation
- Women in Technology International (WITI)

After twenty-five years in Silicon Valley, Linda is back home in Texas. She lives in Austin with her cat, Lizzie.

