

Linda Barney Ridgway

318 NW Broadway #307
Portland OR 97209
503-619-9879 linda.b.ridgway@gmail.com

Educational sales, marketing and training professional with over thirty years of demonstrated success supporting public education as a consultant and program manager focused on boosting achievement with urban school districts and at-risk youth.

Recent property manager responsible for mixed-use residential and commercial operations. Volunteer and advocate.

EXPERIENCE

Volunteer, Nonprofit Organizations

Advocate and supporter of Portland's nonprofit organizations; including arts & music, environment, early literacy. Board Member Old Town Community Association (OTCA); Co-Chair Fundraising & Membership Committee.

Current

Onsite Property Manager, Everett Micro Lofts

2018-2025

Curriculum Associates, Inc.

Providing award-winning online and print programs and proven solutions for student success

2013-2018

Senior Implementation Partner, Pacific Northwest

- Designated specialist for company-wide pilot project to support region's largest urban school districts.
- Served as key liaison for cross-departmental coordination, communication and project management.
- Recognized for adept internal & external collaboration. Known for energetic advocacy on behalf of districts.

2017-2018

Senior Professional Development Manager, Pacific Northwest

- Hired, built and trained new regional team of part-time & full-time educational consultants.
- Coordinated and implemented professional development programs for district partners: 98% renewal rate.
- Exceeded expectations while providing leadership during region's explosive growth: \$250K to \$14+M in 3 years.

2015-2017

Educational Consultant, Western Region & National

- Supported training and project implementations with key districts in California and in eleven additional states.
- Trained teachers & administrators and ensured fidelity during efficacy research study with two districts in NY.
- Selected to design and conduct new consultant training and mentoring to strengthen client relations.

2013-2015

Volunteer, Nonprofit Organizations & Campaign Coordinator

Advocate for early literacy & student success; animal care & rescue; food bank & shelter service; campaigns

2010-2013

School Innovations & Advocacy

California's leading education advocacy, lobbying and consulting firm

Education Consultant responsible for generating mandated cost revenue for diverse districts in S. CA.

2010-2012

- Managed Los Angeles Unified School District, the firm's largest district-wide client.
- Consulted with executive stakeholders and leaders: Superintendents, Directors, and Chief Business Officials.
- Interpreted data and tracked documentation to determine opportunities for growth.
- Conducted strategic and comprehensive investigative research.
- Presented numerous customized trainings, often with complex funding and budget information.
- Recognized for superior customer service. Skilled at improving client relations while meeting diverse needs.

LBR Education

2002-2010

CEO - Independently owned consulting firm focused on student achievement throughout S. California.

- Award-winning sales executive: Renewals; Increased Percentage New Business; Largest Increase Territory Sales.
- Known for collaborative strategies to help clients stretch their budgets with effective results.
- Recognized by districts and publishers as an innovative trainer and creative problem solver.
- Hired to advise several companies on nationwide and region-specific educational trends and legislation.
- Served as liaison between public school districts' science initiatives, professional organizations, and publishers.
- Launched comprehensive interventions; including extended learning programs and LAUSD's Beyond the Bell.
- Designed grant-funded program to teach English-Language Learners science literacy, vocab, and STEM content.
- Initiated programs to boost achievement for inner-city students and to support outreach efforts with parents.
- Executive Board Member: Pac Ed Reps, a regional nonprofit for educational publishing representatives.

Curriculum Associates, Inc.

1987-2002

Supplemental educational publisher serving the needs of at-risk students

Western Regional Manager – Responsible for 12 states and Canada.

1995 -2002

- Generated 2/3 company's revenue with largest region and a team of 16 sales representatives.
- Directed and coached a high achieving and diverse yet stable sales rep team. Exceeded annual quota = 6 years.
- Managed independent contractors, per diem consultants, and direct-report employee representatives.
- Initiated campaigns based on educational reforms, grants, and federally funded programs.
- Analyzed market reports and performance statistics using evaluative research and data analysis skills.
- Assisted with development of marketing collateral, new product design, product launches, advertising campaigns, exhibit showcases, brand awareness, and training models.
- Participated in professional conferences and advocacy meetings to seek new growth opportunities.
- Tracked federal, state, and local funding, grants, and educational trends on behalf of region.

Senior National Consultant - Coordinated company-wide national and international training needs.

1987-1995

- Trained thousands of administrators, teachers and sales reps on a wide variety of topics.
- Consultation projects involved nearly every major urban district, primarily New York City Schools.
- Conducted workshops on data-based decision making with Department of Defense programs overseas.
- Presented breakout sessions and keynotes at state, regional, and national conferences.
- Consistently recognized for outstanding presentation skills and training programs to meet upsell goals.
- Filmed two training videotapes used nationwide for staff development purposes.
- Organized regional and national sales meetings. Coordinated speakers, agendas, logistics, and materials.

OTHER EMPLOYMENT HISTORY

Newburyport, Massachusetts

Special Education Teacher, Middle School

Groton, Massachusetts

Special Education Teacher & LD Liaison, Elementary School

Darien, Connecticut

Education Resource Teacher, Middle School

Nominated for *American Association of School Administrators Teacher of the Year Award* as a first-year teacher, 1985

Charlottesville, Virginia

Special Education Intern Teacher, Elementary School

Coordinator, Regional Special Education Program for Transition Services

EDUCATIONNonprofit Courses: *Successful Prospect Research & Grant Writing* and *Nonprofit Management*

Proficient: Microsoft Office Suite, PowerPoint, Salesforce, Talent LMS, Survey Monkey, Property management CRMs: Entrata, AppFolio

Professional Sales and Marketing Seminars & Presentation Skills Training

University of Virginia - Curry School of Education, B.S. Special Education

Drew University - Undergraduate Studies, Child Psychology & Sociology including Independent Study