

Lynda Lawrence 15 Cambria

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Lynda@Ideaworksconsulting.com

Business

1991-present

Chief Idea Officer and Partner, Ideaworks, Irvine, CA

Consultant in marketing and strategic planning, branding and innovation. Expertise in social marketing, corporate social responsibility, and non-profits, as well as traditional and non-traditional approaches to problem solving in a wide variety of industries. Ideaworks clients have included Pfizer, Edwards LifeSciences, Ingram-Micro, Experian, UCI Extension, The Irvine Company, Western Growers, The Governor's Office of the Secretary for Education, California Department of Health Services, AIDS Services Foundation, the Children and Families Commission, The Orange County Fair and Exposition Center, Sun Country Bank, Baja Fresh, Western University, Una Mas Restaurants, Red Brick Pizza, BEA Systems, and Graduate School Records, among others.

Founded one of top ten advertising agencies in Orange County. Clients in health care, technology, consumer, business to business and social marketing have included Taco Bell, Starbucks, Sizzler, Fatburger, PepsiCo, Apple Computer, PeopleSoft, Business Week, New Horizons Computer Learning

Centers, PIP Printers, Experian, Children's Hospital of Orange County, St. Joseph's Health Care System, Tenet HealthCare, United Way, California Department of Alcohol and Drug Programs, the Literacy Network, and WIC (Women, Infants and Children supplemental nutrition program.)

Awards

Winner of more than 500 awards for advertising, innovation and public service, including multiple American Advertising Federation, Creativity, Clio, Ad Council, New York Festivals, Tellys, Mercury, Auroras, Public Relations Society of America, Kidpower, Business and Professional Marketing Association, Marketing Icon, Global Health Care Marketing, International Medical Marketing, International Web Awards, and Literacy in Media, among others.

Professional Publications

Work featured in professional publications including:

Adweek, Brandweek, Shoot, Creativity, Print, American Corporate Identity, Technology Marketing, Restaurant Design, Chronicle of Philanthropy, the One Show, Communication Arts, and New York Art Directors Show, among others.

1970-91

Writer, Creative Director, Editor, ad agencies, magazine and book publishers.

Founding Board Member, UCI Center for Citizen Peacebuilding, liaison to UCI ArtsBridge, helped establish Peacebuilding Prize awarded to Mikhail Gorbachev, the Dalai Lama, Former President Jimmy Carter, Wangari Maathai, Ireland's former President Mary Robinson, Father Gregory Boyle, Leymah Gbowee, and Shirin Ebadi. Organizer of Peace Wants You and Peace Week conferences.

Executive Board Member, Second Harvest Food Bank, Recipient Thomas Clavell Award, National Community Action Network Award for best public service campaign in U.S., Member Anti-Hunger Coalition.

Advisor to the Paul Merage School of Business, the Beall Center for Innovation and Entrepreneurship, and the Claire Trevor School at UCI.

Consultant to Goodwill Industries of Orange County.

Founding Steering Committee, Orange County Coalition for Youth.

Title Sponsor, all communications for AIDS Walk Orange County, six years, recipient of Communicator Award.

Former Board Member, Orange County Center for Health.

Nominee, Clara Barton Award for Outstanding Public Service, American Red Cross

Nominee, Women in Business Awards, OC Business Journal

The agency also contributed pro-bono professional services to UCI Citizen Peacebuilding, AIDS Services Foundation, United Way, Coalition of Community Clinics, Planned Parenthood, Orange County Child Abuse Prevention Center, the Literacy Network, Literacy in the Media, Physicians for Social Responsibility, the Summit for Children, CHOC Walk, the National Burn Awareness Coalition, American Cancer Society, and Orange County Children and Families Commission.

The agency was the recipient of the CAN Award for Creative Solutions to Social Problems from the Ad Council, the Points of Light Award from the Orange County Volunteer Center, the Communicator Award from Planned Parenthood, the Board of Directors Award for Outstanding Public Service from AIDS Services Foundation, and was a member of the California Department of Health Services African American Advisory Council and the Latino 5 a Day Advisory Council.

The agency sponsored internships since 1992 with California State University, Fullerton, California State University, Long Beach, and the Minority Advertising Training program for the American Association of Advertising Agencies.

Academic

Lecturer, Innovation Processes, Innovation and Design Management, Topics in Strategic Innovation,

Paul Merage School of Business, University of California, Irvine, 2002-present.

Lecturer, Center for Entrepreneurship and Innovation, University of California, Irvine, 2005.

Lecturer, Leadership and Management Program, University of California, Irvine, Extension, 2005.

Instructor, California State University, Fullerton, Creativity and Communications, 1986-91

Guest Lecturer, California State University, Long Beach, UCI Extension, UCI Social Sciences, UCI Samueli School of Engineering, Cerritos College,

Chapman University, UCI Merage School of Business, California State University, Fullerton, Art Center College of Design and the Art Institute of Los Angeles. 1982-2003

Academic Degrees and Certificates

Master of Science, Organizational Development, Graziadio School, Pepperdine University. Thesis : The Power of Storytelling in Idea Generation, 2006.

Certificate, Executive Program, Innovation and Organizational Change, JFK School of Government, Harvard University, 2000

Certificate, Literature, Christ Church, Oxford, England, Summer Program, 2004.

B.S. Journalism, Advertising, University of Colorado, Boulder, 1970. Recipient Denver Press Club

Scholarship.

Academic Publications

Inventive Negotiation: Getting Beyond Yes, Palgrave MacMillan, New York, NY. 2014

Ethnoconsumerism and Cultural Branding, Qualitative Market Research, 2014

Inventive Negotiation, Organizational Dynamics, 2014

Speaking/Workshops

Kidpower Food and Beverage Marketing Conference

Health Care Public Relations and Marketing Association

Women's Advancement Network

Western Growers Association

International Association of Business Communicators

California Association of Community Managers

NAWBO

Personal

Married, mother of three, grandmother of four. Employment experience prior to advertising includes: seamstress, ski-boot sales, hospital aide, child care, waitress, dancer, dry goods sales, short-order cook, leather worker, architectural draftsman, construction project manager, non-fiction magazine writer, public

relations writer, and author of books on witchcraft, commodity trading and personal finance. Travel experience includes 59 countries and 121 islands.