



**Linda Bishop**  
Senior Consultant

Linda Bishop has spent over twenty years in sales and marketing. She earned a BA degree from Purdue University in Accounting and an MBA from Georgia State in Marketing. She started began her career as printing estimator, then moved into commercial printing sales. Sales proved to be the perfect fit for her talents. She learned to cold call, turn prospects into customers, and provide outstanding service.

While selling, she recognized that companies who aligned selling efforts with marketing strategies had more success. This prompted her to get her MBA and combine knowledge with expertise to develop major accounts.

Linda became the Vice President of Marketing at IPD Printing, presently owned by RR Donnelley. She continued to sell and service, and built a clientele that included big-names like Kimberly-Clark, Wachovia, SunTrust, Coca-Cola, Georgia Pacific, Bell South (Now AT&T) and Novartis Pharmaceuticals.

Her sales exceeded \$9 million annually and were a significant portion of IPD’s total sales volume. In 2001, she left IPD to pursue personal dreams. She had always found it rewarding to mentor other salespeople and continued to do so with great success. In 2005, she decided to put her training and mentoring skills to use and started Thought Transformation.

Thought Transformation is a national firm dedicated to helping clients add sales dollars by developing an educated and professional sales force. The company offers sales training, provides a limited amount of one-on-one coaching and consults on both sales and marketing strategies.

Linda still sells—only now she sells herself and her ideas. It’s a challenge she loves.

