

**Leadership Link, Inc. DBA Summit Small Business**

Bill Zipp is the President of Summit Small Business. Summit Small Business is a consulting firm that specializes in helping independent business owners master the business-side of their business: leadership, strategy, people, money, marketing and sales.

**Professional Expertise:**

As an account executive for a group of radio stations, Bill was the fastest in his company to reach \$250,000 in sales and \$1 million in sales. As sales manager, the stations nearly doubled their direct sales revenue under his leadership.

Eventually Bill became President and General Manager of the station group and led it to repeated annual growth while local competitors were purchased by large media giants. During this time Bill received national recognition from the Radio Advertising Bureau for his contribution to the field of Non-Traditional Revenue development.

Since 2002, Bill has spent thousands of hours working with hundreds of business leaders in the United States and Canada, from Fortune 500® companies like Automatic Data Processing, Cisco Systems, and Agrium, Inc. to smaller firms like Extra Mile Media, MOM Magazine and Bridge Builders International.

**Recent Assignments:**

- **MOM Magazine** - Expansion of one magazine in one location to four magazines in four locations. Coaching owner, training and managing sales staff.
- **Tunnel Radio of America** - Working with owner of \$10 million company creating and implementing effective work/employee systems and processes. Training and leading executive team. Developing sales staff in building out direct sales and sales channel networks.
- **Cisco WebEx** - Delivering Situational Sales Leadership to frontline sales managers and their managers in four three-hour webinar training sessions.
- **Oregon Association of Senior and Health Services** - Facilitating leadership fellows program for 2009-2010

**Education and Certifications:**

- Coach Certification from FranklCovey Coaching (2002)
- Situational Leadership Certification from The Ken Blanchard Companies (2003)
- Leadership Circle Profile Certification (2004)
- Worldwide Association of Business Coaches (Professional Member 2003-2005)
- National Speaker's Association (Professional Member 2005-2007)
- Gazelles International Coach (2008-2009)

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