



2017 Business of Billiards Speaker Bios

Lynn Switanowski draws on over 20 years of business experience with Fortune 500 companies including Reebok, Aramark and Liz Claiborne where she was responsible for achieving all the financial objectives of individual business units with sales over \$50 million dollars.



Under Lynn's guidance and leadership, the businesses she ran consistently achieved and exceeded their financial targets and her experience with establishing strategic plans for the businesses she ran produced consistent revenue and profit improvement.

Lynn's management experience and creative problem solving skills led to the re-engineering of traditional business models and made each and every business involved more efficient with their sales channel and distribution techniques. In addition to her management roles, Lynn has experience with organizational realignment and restructuring for profit maximization. Lynn began her career at Federated Department stores where she held various buying positions and store-line management roles.

Lynn lives in Boston, MA and spends her free time traveling the world where she enjoys learning about different people and cultures as well as collecting the passport stamps that document it all!

Linda Cahan is an internationally recognized expert in visual merchandising with over 35 years of marketplace experience. She helps stores look and feel better to sell more.

Linda's breadth of experience is in all segments of retail working with many hundreds of independent



retailers as well as retail corporations as a visual merchandising and store design consultant. She was featured on MSNBC's show "Your Business" in a show about the importance of window displays as well as interviewed in the *New York Times*, *Wall Street Journal* and NPR on retail design topics.

Linda gives seminars on a wide variety of retail topics nationally and internationally and has written a column for *Gifts & Decorative Accessories Magazine* for 17 years, *Spa Retailer* for six years and many columns for several other B-to-B retail magazines. Linda is the author of: *100 Displays Under \$100*, *Feng Shui for Retailers*, *A Practical Guide to Visual Merchandising*, as well as eight custom corporate visual standards manuals for major corporations in the USA and South America: including American Express, Singer, Saks Fifth Avenue, United Rentals, and Lancôme Cosmetics.

Linda taught at The Art Institute of Portland for six years and at Parsons School of Design in NYC for 12. She lives in West Linn, OR.