

## **Linda B. Smith**

President  
Smithink, Inc.



*Recognized as a leader in strategic planning, brand development and revitalization, Linda has been a driving force behind the creation of many compelling brands, brand extensions and sub-brands for over 20 years.*

*Beyond her strategic insight, Linda is also known for her team building skills, ability to understand the core drivers for success and consumer motivations. Linda's previous background includes leading consumer insight, research and loyalty program development.*

*Since co-founding Smithink, Linda draws upon her years in global brand leadership to consult with a variety of interesting clients on strategic plan development, brand creation, revitalization and bringing brands to life in multiple dimensions.*

*Smithink specializes strategic planning for experience destinations. From universities to theme parks & water parks, zoological institutions to retail environments, Smithink creates and revitalizes experiences, resulting in stronger consumer connections and more compelling brands.*

*Prior to launching Smithink, Linda held the position of Vice-President, Global Brand Management for Busch Entertainment Corporation (now SeaWorld Parks & Entertainment). Her responsibilities there included strategic planning, advertising creative and media plan development for SeaWorld, Busch Gardens, Discovery Cove, Aquatica, Adventure Island, Sesame Place, Water Country USA, and Kingsmill Resort & Conference Center. She received numerous advertising industry awards for her work. While at BEC, Linda was also credited with strengthening the consistency of brand messaging at all consumer touch points through the creation of brand extension teams and by creating a brand-driven culture throughout the company.*