

## **Linda Yates Biography**

Ms. Yates is a seasoned CEO with over 20 years of experience creating global strategy and driving innovation. Linda has served on the Boards of both private and public companies and she is a Henry Crown Fellow with the Aspen Institute.

Linda is a well known environmental and education crusader spending significant time on the dual issues of sustainability (climate change, energy, green building) and 21<sup>st</sup> century education. Deeply troubled by the fact that 21<sup>st</sup> century children are being taught in largely 18<sup>th</sup> century institutions, she launched a movement in 2006 to transform the Portola Valley School district documenting the process so it could serve as a model and template for other schools. (see note below for links to video examples). This work has led to a much broader role driving 21<sup>st</sup> century education with several major projects underway. She is also a member of the Castilleja School for Girls Board of Trustees, one of the leading private girls schools in the country with a commitment to leading innovation in 21<sup>st</sup> century education for girls.

Linda spent a decade as member of the Board of Directors for NYSE-traded Sybase Inc., the largest enterprise software company exclusively focused on managing and mobilizing information for the unwired enterprise and has been a board member and advisor to many private companies in the past.

Linda is a Co-Founder and was Chief Executive Officer of Strategos – a leading international strategy consulting firm she co-founded with business guru Gary Hamel, whose global clients have included many of the Global 1000, helping them innovate in fundamentally new ways by “Bringing the Silicon Valley Inside”.

She is a founding member of the Climate Change and Building, Energy and Transportation Committees and now the Sustainability Committee for the town of Portola Valley which is fast becoming a world leader among municipalities actively greening the entire community. She is actively engaged with VCs and start ups in the Silicon Valley sharing her deep knowledge and making connections among her broad international cleantech and sustainability network.

She continues to serve as an advisor to large corporations on strategy and innovation and acts as a bridge between the Silicon Valley and the Global 1000 leveraging her broad global network of CEOs, CIOs, CFOs, VCs and other senior executives.

Prior to Strategos, Linda spent six years with the Mac Group/Gemini Consulting where she held various positions including Head of the European High Tech Practice (London/Amsterdam), the West Coast office (San Francisco), and Co-Head of the High Tech and Telecommunications Practice (West Coast). She has also sat on the Boards of numerous private technology companies.

Linda started her career as an investment banker working as a corporate finance analyst on many corporate finance and M&A projects for the investment banking firm of Smith Barney, Harris Upham & Co.

Linda holds a BA in Foreign Affairs from the University of Virginia and an MA in International Relations and Comparative Politics from Stanford University.

Linda is married to Paul Holland, a General Partner with Foundation Capital and leader of Foundation’s Cleantech practice. Together Paul and Linda are building a “Beyond LEED” green home as a demonstration house which is already helping to educate a broad audience of consumers, developers, designers, companies and trades. The house is expected to score as the highest rated LEED and Green Point Rated house on record and includes such goals as Net Zero Energy/zero carbon emission including all transportation, Fossil Fuel Free house and grounds, native landscaping and biological monitoring, no city water other than taps/rainwater catchment, 100% reclaimed/FSC materials, no PVC, super high efficiency windows/design, optimum value engineering, among many others. They have three young daughters who have founded the Earth Saver’s Club for Kids [www.earthsaversclubforkids.com](http://www.earthsaversclubforkids.com) and make their home in Portola Valley, California.

Note: Links to PVSD 21<sup>st</sup> century education initiatives can be found at <http://www.pvsd.net/Ormondale/IL/ilvideos.htm> , <http://www.pvsd.net/Ormondale/IL/index.htm> and [http://www.pvsd.net/Technology/MacBook\\_Pilot/](http://www.pvsd.net/Technology/MacBook_Pilot/)