

Lorraine Barclay Nordlinger, MBA, CPLP



Lorraine Nordlinger works with organizations and individuals (adults and youth) to institute positive change. She combines her extensive experience with diagnostic models that align strategy, structure, process, rewards, and people to maximize customer loyalty and bottom line results.

Ms. Nordlinger received her MBA in General Management and has earned her CPLP (Certified Professional in Learning and Performance) from the American Society of Training and Development. She has completed various certificate courses in Facilitating Organizational Change and Human Performance Improvement, also from ASTD.

She holds certifications to conduct and implement the following assessments: DISC, Values Index, and Attribute Index. She is certified through Total Quality Institute to implement a proven process improvement methodology.

Previously, Ms. Nordlinger managed the US operations of Metamorph, Inc., a UK-based firm that specializes in the assessment and benchmarking of pharmaceutical sales forces for Abbott and Glaxo Smith-Kline, among others. She co-authored "Benchmarking: Giving Training a Competitive Edge," that was published in *Pharmaceutical Representative Magazine's supplemental 2002 Training Guide*.

Prior to Metamorph, Ms. Nordlinger worked for the American Red Cross Biomedical Services Headquarters where she served as Sales Training Manager/Sales Operations Manager for 80 hospital sales representatives nationally, in addition to managing outreach through over 30 medical trade shows annually and forming the Training Advisory Board of senior training professionals from the pharmaceutical industry. She also served as Product (Program) Manager for Corporate Accounts and managed multi-million dollar blood drive programs.

Ms. Nordlinger has also worked with or for IBM, the United States Coast Guard Auxiliary, the American Society of Training and Development, Prudential Residential Affiliates, Coldwell Banker, and Skyline Displays among others.

Nordlinger Consulting Group works with clients to maximize their organization's value by assisting them in identifying and implementing innovative solutions. These solutions are designed to help organizations and individuals achieve measurable results, some of which include increased profitability, market share, productivity, customer loyalty and retention, as well as decreased employee turnover. With minimum disruption, Nordlinger Consulting Group can quickly assist clients in meeting their specific objectives.

Ms. Nordlinger serves on the Board of Directors of the Metro DC Chapter of the American Society of Training and Development, is an active member of the Society for Human Resources Management, the International Society of Performance Improvement, and the International Coach Federation. She has completed more than 25 professional development courses in management, leadership, sales, and learning & performance from organizations like the Center for Creative Leadership, the American Management Association, the American Society of Training and Development, and Integrity Systems.

Ms. Nordlinger holds a Master of Business Administration Degree from Meredith College and a Bachelor of Arts Degree in Communications from North Carolina State University.

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