

Allen Associates

International Marketing

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Linda Cone Allen, M.S., Principal

Linda Allen has been a marketing representative and consultant for U.S. and international firms since 1986. Allen Associates works primarily with manufacturing, hotel/restaurant/institutional, and retailing organizations to develop new markets and distinctive strategies. The goal: to achieve competitive advantage through sales and purchases of specialty and value-added food products and services. Services include the analysis of markets, market potential, and product feasibility; strategic planning; the development of new products and services; and international brokerage. Current & prior projects have been completed with clients in the HRI, manufacturing, and supermarket chain industries in Japan, South Africa, Finland, Uruguay, Canada, Argentina, and the USA. From 1991 to 2010, Allen Associates exported premium Florida grapefruit and fresh squeezed citrus juices to Japan's then top-ranked specialty supermarket chain. Allen has also worked with development and financial analysis projects for Michigan State University/USAID, Credit Suisse Investment, and for the Mayo Clinic.

Prior to 1985, Allen was a corporate officer and member of the operating Board of Directors of the largest U.S. brokerage firm specialized in agricultural and financial futures, options, and fund trading. She served initially as Director, Financial Futures, with responsibility for writing and publishing weekly the company's national analysis of financial and foreign exchange markets, supervising corporate analysts and traders, and trading the corporate model accounts. Ms. Allen was made Vice-President of Marketing, with responsibility for all advertising, sales, marketing, and public relations functions, and for initiating new business development and feasibility studies for brokerage services in Japan, Singapore, and London. Until 1994, she was a director, Bank Illinois, Champaign, and chairperson of the bank's Marketing Committee.

Linda Allen graduated with honors from the School of Hotel Administration, Cornell University. She completed her M.S. degree in Resource Economics, and all Ph.D. coursework in Management & Labor Relations at Michigan State University. Ms. Allen taught for two years in the Department of Management, University of Michigan. She received a 1976 John F. Kennedy Fellowship in comparative management to study the first worker/management corporate boards in Sweden. In 1984, Allen was awarded two Gold Medals by the Chicago Advertising Society for innovation and execution of corporate marketing and advertising programs.