

## *Biographical Information for Linda Peavy*



Linda Peavy, a native of Cleveland, Ohio, is the owner of LiPav Consulting, a marketing and publishing consulting company servicing authors and companies across the country. She was the first African American female Associate Publisher and Marketing Manager for Judson Press, a 184 year-old book publisher located in Valley Forge, Pennsylvania. She directed the marketing program and was instrumental in shaping the acquisitions program that includes inspirational and instructional books for pastors, Christian educators, and the general Christian market.

Throughout her career, she has been committed to publishing the voices of the African American community, and she has worked with such authors as Ruby Dee, T. D. Jakes, Marvin McMickle, and Floyd Flake. As a marketing manager for companies, Linda developed and implemented marketing strategies, and has created several best-selling books for her employers. She has worked with noted magazines such as *Essence*, *Ebony*, and *Guideposts*, and was the first to establish relationships for her company with industry giants Barnes and Noble and Wal-Mart. An insightful presenter, she has spoken before audiences exceeding 10,000 people.

Linda earned a Bachelor of Science degree in Marketing and a Master of Business Administration degree in Management from the University of Akron. She has been quoted in such periodicals as *Publishers Weekly*, *Christian Retailing*, and *Aspiring Retailer*. Her profile was featured in the May-June 2001 issue of *Black Issues Book Review*, and she is a former member of the board of directors for the Christian African American Booksellers Association and Protestant Church-Owned Publishers Association. She is currently on the advisory board for *Precious Times* magazine.

Her writings can be found in *The Book of Daily Prayer, 2001* (United Church Press), *Women at the Well, Volume 2* (Judson Press), and the *Women of Color Devotional Bible* (Nia Publishing). Linda's motto is maintaining excellence. "Find what you love, be passion about it, and work hard at what you do. Never let mediocrity be your measuring tool." In December of 2005, she was inducted into the Leadership Hall of Fame by the Cleveland Chapter of the National Black MBA Association. Linda is single and resides in Euclid, Ohio.