



Linda Hollander is known as the “Wealthy Bag Lady”. She is the author of the #1 best-selling book, *Bags to Riches: 7 Success Secrets for Women in Business*.

A popular international speaker, she is the industry leader in teaching entrepreneurial women about small business success and how to get corporate sponsors. She is also the president of the International Sponsorship Association.

She is the founder of the *Women’s Small Business Expo*, which takes place every year in Los Angeles, California

She received the Caught in the Act of Excellence Award and she has over 20 years of experience in business, corporate sponsorships, sales, marketing, design, promotion and creating lifetime customers. Her forthcoming book, *Power of the Purse*, will give companies powerful strategies for marketing to women entrepreneurs.

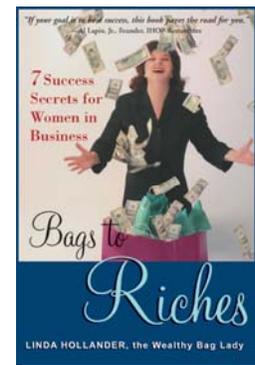
She started out worse than broke. She was buried in debt and couldn’t find a way out of the poverty trap and abusive relationships. But that’s not what really bothered her. It was that she was short and had frizzy hair to boot.

She and her best friend, Sheryl Felice, used their girl-power to the max. They launched a packaging business which sells custom-printed shopping bags to leading-edge companies.

Her company was formed in 1988. She devised a sales and marketing plan which made the fledgling business profitable in a very short amount of time. As revenues for the company increased every year, she met entrepreneurial women, understood what motivates them and how she could increase their success. By the way, she is still short with frizzy hair. Hey, some things you just can’t change.

Disney, Cisco Systems, Mattel, Universal Studios, Nissan, Yamaha, Sony, Revlon, Dunn Edwards Paints, Sanyo, Avery Dennison, Columbia Tri Star, CBS, City of Hope, Union Bank, ASCAP, Powerade, Kaiser Permanente, IBM, Variety, Ocean Spray, Sears and Infiniti are some of her clients. Her passions are business, sponsorships, marketing, promotion and packaging (she is a “Bag Lady”, after all).

Linda Hollander owes her success to the wonderful people in her life: Her parents, Bob and Blossom Hollander, Rhoda and Howard Goldie, and her best friend, Sheryl Felice. She lives in Los Angeles, California with her husband, Leslie Greenfield, and their two cats, Carmella and Sneakers.



Wealthy Bag Lady and Women’s Small Business Expo

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