

# JILL GRIFFIN

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*Seasoned public board director with deep expertise in building customer-driven culture.  
Corporate board seat strategist.*

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## PUBLIC COMPANY BOARD SERVICE

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2003 to Present

**LUBY'S, INC.**  
*Independent Director*

Houston, TX

Luby's Inc. (NYSE: LUB) has core brands Luby's Cafeterias, Fuddruckers, Cheeseburger in Paradise and Luby's Culinary Services.

- **Executive Committee**
- **Chair:** Personnel & Administration Committee
- **Member:** Executive Compensation Committee
- **Member:** Nominating & Corporate Governance Committee

**Key Achievements:** Brought customer and staff loyalty metrics into boardroom. Focused P & A Committee on high performer retention and management succession. Sourced leading-edge technology for stores. Identified operational driver of Luby's guest satisfaction. Advocated electronic surveying and brought survey insights into P & A Committee. Proposed Fuddruckers POS system upgrades to improve dining experience. Championed rebranding of Luby's as a healthy family dining choice.

Jan 2014 to Present

**BROADWAY BANK**

San Antonio, TX

Broadway Bank is family-owned, has more than \$3 billion in assets and operates 39 locations in South Central Texas, including locations in military installations in San Antonio.

- **Austin Advisory Board**

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## COMMUNITY AND CIVIC BOARD SERVICE

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**Present**                      **SOUPER BOWL OF CARING**                      **HOUSTON, TX**  
*Board Director*

**Mission:** Using the energy of the Super Bowl to mobilize youth in a united national effort to care for people in their local communities who are hungry and in need.

**2007 to Present**                      **AUSTIN CONVENTION & VISITORS BUREAU**                      **Austin, TX**  
*Board Chair 2008-2016*

ACVB is the marketing and sales arm for the City of Austin.

- **Executive Committee** (2007-Present)

**Key Achievements:** Oversight of CEO and staff of 56 in promoting Austin conventions and tourism. Represented City of Austin on 2014 Inaugural British Airways flight to London. Presided at ACVB 2013-2015 Annual Travel Luncheons with record-breaking 800+ attendees.

**2007 to 2016**                      **UNIVERSITY OF SOUTH CAROLINA**                      **Columbia, SC**  
*Darla Moore School of Business - Board of Trustees*

Recipient of 2005 Distinguished Alumni Award.

**Key Achievements:** Endowed Jill Griffin MBA Fellowship for deserving candidates with exceptional financial need. Helped raise \$90 million for new business school facility. Contributed thought leadership to curriculum improvement.

2007 to Present

NAT'L ASSOC. OF CORPORATE DIRECTORS (NACD)

Houston, TX

*Tri Cities Chapter - Board of Directors*

- **Austin Membership Co-Chair** (2007-2010)
- **Austin Program Co-Chair** (2010-2014)

**Key Achievements:** Served on committee that drove membership and sponsorship which, in turn, created and sustained one of the only self-funded NACD chapters in the United States.

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## PUBLISHED BOOKS

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**EARN YOUR SEAT ON A CORPORATE BOARD** (March 1, 2016, Jill Griffin Books)

**TAMING THE SEARCH & SWITCH CUSTOMER** (2009, Wiley/Jossey-Bass)

Named among "Top Business Books of 2009" by *Miami Herald*.

**CUSTOMER WINBACK** (2002, Wiley/Jossey-Bass)

Co-authored. Named among "Top 30 Books of the Year" by Soundview Executive Book Summaries. Adopted as learning text by UT McCombs School of Business.

**CUSTOMER LOYALTY** (2001, Completely Revised Second Edition: Wiley/Jossey-Bass)

Named in Harvard Business School's "Working Knowledge" selection. Published in eight languages. Adopted as learning text by UT McCombs School of Business.

**CUSTOMER LOYALTY** Paperback. (1997, Wiley/Jossey-Bass)

Earned best-seller status. United States Postal Service purchased 22,000 copies for distribution to small/medium sized businesses.

**CUSTOMER LOYALTY** Hard cover. (1995, Simon & Schuster)

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## EMPLOYMENT

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2015 to Present

**BOARD SEAT STRATEGIST**

1988 to Present

**THE LOYALTY MAKER**

*Fortune 500 Customer Loyalty Strategist*

*International Keynote and European Conference Chair*

**Clients Served Include:** Dell, Microsoft, Sprint, Hyatt Hotels, Toyota, Siemens, Subaru, Ford Motor Company, DFW Airport, Western Union, Raytheon Aircraft, Hewlett Packard.

**Key Achievements:** Recognized as early thought-leader in lifecycle loyalty, customer win-back, customer save, and switch prevention.

1988 to 1990

**MARKETING LECTURER**

*University of Texas at Austin McCombs School of Business*

1985 to 1988

**AMERISUITES HOTELS (NOW HYATT PLACE)**

*Director of Marketing & Sales*

**Key Achievements:** Branded the hotel concept and launched chain. Chain eventually expanded to 100 locations now known as Hyatt Place.

1979 to 1985

**RJR/NABISCO**

*Assistant Brand Manager, Brand Manager, Senior Brand Manager*

**Key Achievements:** Rose to manage corporation's largest brand, Winston, in six years.

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## EDUCATION

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1977 to 1979

UNIVERSITY OF SOUTH CAROLINA, COLUMBIA

*Master of Business Administration*

- Awarded Graduate Fellowship and Marketing Assistantships
- Advertising Manager, *Gamecock Newspaper*.

**Key Achievements:** Set school record for advertising sales. Recruited and managed seven sales reps. Self-funded all grad school tuition and expenses.

1974 to 1977

UNIVERSITY OF SOUTH CAROLINA, COLUMBIA

*Bachelor of Science: Business Administration*

- Magna Cum Laude
- Alpha Delta Pi Sorority

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## INTERESTS

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- Mountain biking
- Tennis
- Civil War history
- Beginner in fly-fishing
- Carolina “beach music” lover
- Avid biography reader