

JILL GRIFFIN

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

PUBLIC COMPANY BOARD SERVICE

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**

COMMUNITY AND CIVIC BOARD SERVICE

| | | |
|-----------------|---|--------------|
| Present | GIRL SCOUTS OF CENTRAL TEXAS <i>Advisory Board</i> | Houston, TX |
| | Mission: To help young girls become leaders. | |
| 2007 to Present | VISITAUSTIN.ORG <i>Board Chair 2008-2016</i> | Austin, TX |
| | <ul style="list-style-type: none">• Executive Committee (2007-Present) Key Achievements: Led recruitment of new CEO. Represented City of Austin on 2014 Inaugural British Airways flight to London. Presided at 2013-2015 Annual Travel Luncheons with record-breaking 800+ attendees. | |
| 2007 to 2016 | UNIVERSITY OF SOUTH CAROLINA <i>Darla Moore School of Business - Board of Trustees</i> | Columbia, SC |
| | 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. Commencement Speaker for 2018 MBA Hooding ceremony. | |
| 2007 to Present | NAT'L ASSOC. OF CORPORATE DIRECTORS (NACD) <i>Tri Cities Chapter - Board of Directors</i> | Houston, TX |
| | <ul style="list-style-type: none">• 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. | |

PUBLISHED BOOKS

WOMEN MAKE GREAT LEADERS (April 1, 2017, Jill Griffin Books)

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)

EMPLOYMENT

2018 to Present

FORBES.COM CONTRIBUTOR

#LikeABoss

2015 to Present

JILL GRIFFIN EXECUTIVE LEARNING

1988 to Present

THE LOYALTY MAKER

Fortune 500 Customer Loyalty Strategist

International Keynoter 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.

EDUCATION

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

INTERESTS

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