

# JILL GRIFFIN

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## PUBLIC COMPANY BOARD SERVICE

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2019 to Present      **LUBY'S, FUDDRUCKERS, INC.**      **Houston, TX**  
*Vice-Chair*

2003 to 2019      *Independent Board Director*

**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 has more than \$3 billion in assets and operates 39 locations in South Central Texas, including locations on military installations in San Antonio.

- **Austin Advisory Board**

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## COMMUNITY AND CIVIC BOARD SERVICE

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Present      **GIRL SCOUTS OF CENTRAL TEXAS**      **Houston, TX**

- **Advisory Board**

2014 to Present

UNIVERSITY OF SOUTH CAROLINA

Columbia, SC

Moore School of Business - Board of Trustees

Named 2005 Distinguished Alumni.

**Key Achievements:** Personally endowed MBA Fellowship for deserving candidates with exceptional financial need. Helped raise \$90 million for new business school facility, opened July 2014. Contributed thought leadership to Moore School's curriculum improvement.

2018 Spring Commencement Speaker.

2007 to Present

NAT'L ASSOC. OF CORPORATE DIRECTORS (NACD)

Houston, TX

- **Austin Advisory Board**
- **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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## BOOKS – AUTHOR

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**FOLLOW THESE LEADERS** (2019, Jill Griffin Books)

Appeared on Fox News "Mornings with Maria," June 13, 2019

**WOMEN MAKE GREAT LEADERS** (2016, Jill Griffin Books)

Featured on C-Suite Best Seller TX, March 7, 2019

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

"Insightful, pragmatic – highlighting text throughout..." - Five star Amazon review

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

**CUSTOMER LOYALTY** Paperback. (1997, Wiley/Jossey-Bass)  
Earned bestseller 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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## COLUMNIST – FORBES.COM

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125+ Articles focused on empowering people to win.

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## WORK HISTORY

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**2018 to Present**                      **JILL GRIFFIN EXECUTIVE LEARNING**  
*Empowering women to win.*

**1988 to Present**                      **THE LOYALTY MAKER**  
*Empowering firms to build strategic profit-making blueprints.*

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

**1988 to 1990**                      **LECTURER**  
*University of Texas at Austin McCombs School of Business*

**1985 to 1988**                      **AMERISUITES HOTELS (AUSTIN VENTURES COMPANY)**  
*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

**R.J. REYNOLDS TOBACCO COMPANY**

*Senior Brand Manager*

**Key Achievements:** Rose to manage corporation's largest brand, Winston, in six short years. Recognized as one of the youngest senior brand managers in corporation's history.

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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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- Acrylic Artist
- Biker
- American History Buff
- Avid biography reader