



linnovate Leadership Network Launches Advisory Arm

Attracts Former Microsoft Global Consulting Veteran plus PwC's Social and Digital Practice Partner

SEATTLE, WA, UNITED STATES, September 12, 2018 /EINPresswire.com/ -- [linnovate](#) (pronounced "I innovate"), founded in Seattle, WA, is announcing the launch of a boutique advisory arm to help companies succeed in the new world economy by applying proven practices from today's most innovative companies. The advisory arm will be co-led by linnovate Founder, Joe Ottinger, Microsoft veteran and former Global Leader of their Enterprise Strategy consulting business and Patterns and Practices organization, Rick Maguire, and digital transformation and customer experience veteran from PwC and Cision, Sean O'Driscoll.

"linnovate was originally founded as a CEO network for leaders scaling their companies at the intersection of business and technology. We created our advisory arm at the request of many of our CEOs who were looking for more hands-on support to take their companies to the next level," says Ottinger. "As the demands on companies have grown due to technological advances and globalization, linnovate's advisory arm focuses on helping business leaders and their companies become 'future ready'.

linnovate's advisory partners have worked with some of the fastest growing companies in Seattle to help them scale; middle market companies to renew their strategies, cultures, and growth; and a broad array of regional, national, and global companies to help them successfully navigate business transitions. Customers have included Google, Lyft, Cisco Systems, Dell, Les Schwab Tires, Holland America Line, Kaiser Permanente, First Republic Bank, NetApp, Nike, Level 11, Astellas Pharmaceutical, among others.

"Seeing how hundreds of companies have sought to leverage technology to advance their business, some successful and many not, I was keenly aware of the opportunity to create a comprehensive approach to help them implement the systems and practices that today's most innovative, agile, and successful companies are using effectively," said Rick. "We walk alongside senior leaders of growth, middle market, and Fortune 1000 companies as partners to help them understand the practices required to build a modern-day business operating system to succeed in today's new world economy."

Rick's background includes 25 years as an executive at companies including Microsoft, Hewlett Packard, and Varian Associates, along with experience as a former naval officer, qualified nuclear engineer, and submarine warfare officer with decorated service on a Trident missile submarine. He's led teams to incubate and launch new businesses, new products, information services, and manufacturing systems, and his work includes a patented approach to solving complex organizational and technical problems. Having earned his Master in Engineering Management from Stanford, Rick has advised Fortune 500 companies on business strategies and architectural approaches to leverage digital technology for competitive advantage.

Sean O'Driscoll adds, "I met Joe at one of his Scaling Up Leadership events, and, in subsequent meetings with him and Rick, began to understand their vision for linnovate, which is exactly in the sweet spot of helping companies participate more fully in the new world economy with the right technologies, systems, organization, and leadership. Joe has built a platform with linnovate that allows us to help companies succeed in this fast paced, tech-enabled, constantly changing

world, and I am excited to be a part of leading this effort.”

Sean has over 25 years of digital, communications, marketing, and customer experience expertise and has provided board- and executive-level strategic counsel to global brands, startups and many companies in between. Sean was Chief Strategy and Insights Officer at Cision, a global leader in communications software and services, and was a Partner at PriceWaterhouseCoopers, where he oversaw the firm’s social and digital practice, helping global brands interact and engage with their customers by leveraging digital transformation and social strategies.

About linnovate Leadership Network

linnovate Leadership Network (www.iinnovatenetwork.com) is a boutique advisory firm and leadership network combining business and technology expertise along with a vast network to help companies become “future ready”, prepare for growth, business transitions, and digital transformation. Services offered include professionally moderated forum groups, executive coaching, and business advisory to compete effectively in today’s new world economy. linnovate was founded by Joe Ottinger a former management consultant with Harvard Business School professor John Kotter, tech executive, and author on topics related to leadership, innovation, entrepreneurship, and growth.

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