

CYNTHIA WHEELER-LINDEN

BIO

Cynthia Wheeler-Linden ~ Professional, Student, Civic Volunteer, and Advocate of the Arts and Education with a career that has evolved in the world of Strategic Communications. A child of a military Officer, she acquired many of the skills needed to work with diverse groups and cultures. She worked as a Political Communications Pundit, on KMBZ's 980 Radio show "Kansas City's Morning News" with *EJ & Elaine*, and *980 Live with Darla Jay Show*. She now works as a consultant and a guest Co-host of Kansas City Public Television's *The Local Show*.

In 1996 after a highly successful career in the Convention and Tourism industry her entrepreneurial spirit birthed HAJ & Associates, where she used her advertising, public relations, event marketing experience, along with tenacious networking skills, to create a company specializing in the development of corporate marketing partnerships between not-for-profits, and mid-to-large corporations. Her experience working within niche markets expanded her skills processing and defining diverse segmented markets and created a desire to work on complex social projects. She is well-versed in traditional and modern communications strategies. Including building brand development through corporate social responsibility initiatives, utilizing digital marketing tools like social networking, mobile marketing, online communities, and blogs.

Wheeler-Linden's background encompasses years of experience in developing corporate partnership relations that helped companies "gave back" to the community through social corporate responsibility. After having launched two successful firms, she developed a passion for urban public education and a desire to elevate the public interest and involvement in the improvement of these systems. In 2006 Wheeler-Linden accepted the position of Chief Communications Officer for the Kansas City School District. In her tenure, she was not only commended for her abilities to attract positive local and national media attention but also for her ability to stimulate important discussion and generate a consensus among highly varied thought leaders of the community.

She brings great vision and energy to projects and draws the same out of others. Other projects with Wheeler-Linden's imprint included the grand opening of The American Jazz Museum at 18th & Vine,

generating international news coverage for Kansas City's Jazz heritage. She played a key role in the Aladdin Resort and Casino Implosion Event, generating media coverage worldwide for the event while helping to raise over \$200,000 for the Las Vegas chapter of the Make-A-Wish Foundation.

Wheeler-Linden has been active on many boards. Her past & present Boards include: The Minority business Opportunity Committee (MBOC) of Greater Kansas City, the Children's Science Foundation, and the Dream Factory. Currently she is a member of the National Contract Management Association, Children's Mercy Family Advisor Board and the National Association of Paralegals.

She attended St. Bonaventure University and Alameda University, where she received her B.S in Business Administration with a major in Business Management.

She credits her parents' lifelong love of education and community involvement with instilling in her a desire to work for her community. Along with raising her daughters, Haley, Helena, Alia and Jasmine, Wheeler-Linden will soon be adding filmmaker and author to her list as she is working on a documentary and a Children's book - *What Makes Her Special*.