Linda Sasser Bio

​Linda Sasser spends each day working to help companies around the globe achieve their goals by growing and developing leaders at every level.

Linda’s enthusiasm for leadership began over 25 years ago as the small business owner of an Express Personnel Services franchise in Austin, Texas. As the business quickly grew, Linda realized that she needed to focus less on the day-to-day demands of the business and more on its long-term success, which depended on her ability to develop leaders within her own organization. She turned her focus to building and leading a top-producing team, which resulted in the Austin office growing to become the top-ranked franchise in the company, producing over $28 million in revenue on an annual basis.

In 2004, Linda and her husband, Keven, sold the last of their five franchise locations and moved to Oklahoma City where Linda joined Express Services, Inc., the franchised staffing firm’s parent company. Serving as the company’s vice president of sales and marketing, she developed and grew several key programs that helped the company reach a record $2 billion in sales during her tenure. In addition to directing the corporation’s sales and marketing efforts, Linda served as a frequent speaker at franchisee and client training events on the topics of leadership and team development.

In 2009, Linda moved to Atlanta to accept the opportunity to steward and grow the John Maxwell business brand, first as COO of Giant Impact, and later as president of The John Maxwell Company.

Today, as founder and CEO of Impacting Leaders, Linda is an executive leadership and business consultant for numerous companies. She also continues to serve John Maxwell by consulting and developing his corporate content.

Linda’s leadership expertise reflects her experiences as both a small business owner and a corporate executive, and she contends she is at her best when working on organizational structure and team leadership development that promotes a replicable growth environment. She maintains leadership is not a technique, position, or title, but rather who you are, and stresses that it is the responsibility of current leaders to coach and develop each new generation. Over the years she has remained resolute in her belief that leadership is open to anyone in any role with a heart for influencing and serving others.

Linda is married to her best friend and business partner, Keven Sasser, and together they have three children: Katie, Hank, and Jeri. In April 2012, Linda was honored with the Christian Business Leader of the Year award from Oklahoma Christian University.

Connect with Linda on Twitter, @LindaSasser, on LinkedIn, or at www.LeadershipWithSass.com, where she blogs on the realities of live-it-out leadership.