

HISTORY-MAKER!

Lynn Hinderaker



This man has changed our entire world and transformed six industries. Your organization will find him engaging and profound—able to jar your team out of their mechanical day-in-day-out stupor.

Have you ever eaten an inexpensive taco or burrito featured on a Value Menu? If so, Lynn has impacted your life.

Have you ever purchased something off an online ad? Lynn was the second person to sell digital media advertising 12 years before the web debuted.

Step back even farther. At age 19, Lynn gave a speech to Secretary of Agriculture Clifford Hardin, inviting him to find a way to serve youth in urban environments. Secretary Hardin accepted the challenge. 40 years later, 38 million urban youth were involved! That was the beginning of the diversity movement in America!

A gifted writer, Hinderaker wrote a lengthy essay about personal growth that was distributed to psychotherapists worldwide. No businessperson had been published before.

That's nothing. Lynn survived a 7.2 earthquake in San Francisco in 1989. It gave him insights that are invaluable.

“Lynn, you are the Orson Welles of marketing, management and innovation.”

- Tim, videographer

“A perceptive genius.”

Rigo, award winning documentary film maker



Versatile and visionary, Lynn Hinderaker is a proven change agent, brand innovator and entrepreneur. His core competencies are innovation and inspiration. He is expert in researching and analyzing customer and cultural trends, and designing and implementing game-changing solutions that deliver value and growth. He is also an inspirational speaker, trainer, and educator who can energize and empower any audience with his insights and stories.

Business Leader: He is a founding partner of NEWbraska Partners, a statewide online B2B community focused on business and talent development. His consulting and coaching skills blend strategic insight with executive level life planning.

Innovation Expert: He has extensive experience in brand innovation and entrepreneurship, having consulted with companies across over 40 industries.

Motivational Speaker: He is a sought-after speaker, known for his engaging and insightful presentations on topics like innovation, leadership, and change management.

Media Personality: He has hosted the "WOWBIZ Super Quiz," a gamified executive education and startup training program, showcasing his engaging and informative style. He has conducted on camera business interviews with both UNL and Creighton. Most recently, he has hosted over 112 business and economic development TV shows.

Workforce Development: Lynn has conducted research with top tier workers and created a prototype labor force system for retaining valuable young employees and knowledge workers. The system, branded Futureforce, upgrades productivity of both managers and workers and is positioned to drive the state's population growth.

Social Revolutionary: He is the second person in America, following Martin Luther King, to bring black youth and white youth together at any early age in Des Moines, Iowa. This project spread to all 50 states over 40 years and eventually impacted 38 million urban youth.

Civic Catalyst: Hinderaker has uncovered Nobel Prize winning research that provides a new path to architectural and landscaping design that stimulates good vibes, scientifically speaking. This insight makes it easier to reach out to the state's target audience using precise, psychographic profile indicators.

Designer and Artist: When working with Lynn, every trend, idea, audience or point of view has a graphical dimension that is striking and thought provoking.

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