

Mathematics and Statistics  
Distinguished Alumni Talk organized  
by the Department of Mathematics  
and Statistics in conjunction with the  
Math and Stat Club

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**Linda Jackson**

Alumni Association Board of Directors and the College  
of Arts and Sciences Board of Visitors

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March 10, 2011

11:30 am -1:00pm

The Lanier Suite in the Student Center

(Talk will start at 12pm, pizza will be  
served before the talk)



Linda B. Jackson

*Linda Bryant Jackson* graduated from Georgia State University in 1973 with a B.S. in Mathematics and pursued a short teaching career in Atlanta. After receiving her Masters in Math Education, she opted out of teaching for an opportunity to embark on a technology and business career with Hewlett-Packard, retiring in 2003. She was engaged by a number of software start-up firms to provide consulting services in the areas of service design and development, business planning, and customer engagement methodology. Since leaving HP, Linda has been active in the GSU community as a member of the Alumni Association Board of Directors and the College of Arts and Sciences Board of Visitors.

In your last role at HP, Linda was the U.S. Eastern Region General Manager for HP's global services organization. Previously, she led the North American Services and Support organization through a major transformation as hardware and software services were integrated. This role included financial responsibility for over \$1 million in revenue, field engineers, and four customer contact centers. In the 90's, Linda created and grew the SAP Consulting Practice, responsible for the implementation of integrated manufacturing, financial, human resource, and product fulfillment applications in multiple industries.

Professional interests include strategic planning, leadership development, corporate cultural change, and community service. She and her husband Van, a graduate of GSU and Emory Law School, have two sons, currently attending college at Auburn and Southern Methodist University.

Obtaining a degree in Mathematics is an enabler for academic and career opportunities, known and unknown. Whether it is a contact that one meets or an opening for a business role or position, a degree in Mathematics sends the message that you are smart, you are technical, you are hard-working, goal-oriented, and you think logically. However, it may also send the message that you are too analytical, lower on the versatility and creativity scales, and lack business and relationship skills. Not to worry, these are professional areas of development that you can start now to develop and grow before you graduate. Be ready when the "places" appear on your radar screen.

Sharing her experiences throughout her career in business and technology at HP, Linda will be providing insight into how one can leverage his/her math, science, and engineering background to obtain a role and advance in industry in areas that may not be apparent. Professional sales, customer relationship management, finance, and call center technology and process are examples.

Linda will offer advice on how to fill in the gaps between the academic and professional development required to pursue an opportunity in business. What can you do now to prepare for the post-graduation job search? It is not always the "What"; it is also the "Who". How can one identify key contacts who can help along the way? Followed by a question and answer session, Linda will suggest specific actions that can help you explore "places" beyond graduation and how to prepare for the journey.

