

*Lynn Balinas, president of The Hondo Group*

As the driving force behind The Hondo Group, Lynn combines 25 years of experience in marketing, sales and public relations with strategic thinking to help clients maximize their business potential. His background spans 54 countries on six continents and has led to successful marketing endeavors for clients such as Eli Lilly and Company, Ford, Miller Electric, New Holland, Kubota, Jacobsen Golf & Turf and Allen-Bradley.

Before joining The Hondo Group, he served as president of the highly successful business-to-business marketing firm, Charleston Orwig, implementing a marketing plan that grew the agency's annual income from less than \$1 million to over \$7 million and distinguished the company as a 2005 B2B Agency of the Year by B2B Magazine. Lynn holds a B.S. in Agricultural Economics from Texas A&M University and completed his executive studies in Advertising at the University of Michigan.

At The Hondo Group, Lynn has led the company in their effort to go green, beginning in 2008. He oversaw the development of an Internet-based ongoing quantitative assessment tool for evaluating environmentally sound business practices, to be used by companies to transform their business and bottom line. He then leveraged Hondo's green initiatives to create new business opportunities in the form of adding green marketing and sustainable business strategies to their product offering. These Hondo offerings will make it easy, affordable and a smart business decision for companies to go green and measure their success.