About The Host

With up to 20 years’ experience in communications consulting, Linda understands the power and potential of change. As a communications facilitator, executive coach and corporate strategist Linda dedicates her career to harnessing people, partnerships and processes to support socially conscious entrepreneurs and innovators.

After the destruction caused by the 2008 banking crisis, Linda vowed to be a catalyst for positive change in business. She has collaborated internationally with companies leading their fields in utilities, education, software and finance. She jokingly describes herself as a ‘conscientious capitalist’, ‘corporate activist’ and ‘communications catalyst’ all rolled into one. But her work, in essence, supports people and organizations committed to creating positive economic, social and environmental impact.

After immigrating to Vancouver in 2010, Linda collaborated with one of Canada’s largest community-based credit unions. Inspired by concepts like ‘people before profit’, ‘good money’ and ‘community investment’, and amazed that the concepts were connected to the banking industry, Linda decided to collaborate to help build a positive revolution in banking. Now Adviser to the Global Alliance for Banking on Values, Linda delivers engagement initiatives and campaigns to change the finance industry into one that’s #BankingOnValues.

About The Show

Values-based banking, also known as ethical, regenerative, just or sustainable banking puts people before profit, and puts banking back in service of the people, organizations and communities that make it possible.

The approach is practiced by a growing number of banks and banking cooperatives worldwide. These banks have diverse business models, products and services but one common banking model that commits to using all of the resources, people and capital to create positive economic, social and environmental impact. This is a different kind of banking.

Find out about the growing global movement, and the people and passion behind it. The Global Alliance for Banking on Values is a not-for-profit foundation, and an independent network of banks and banking cooperatives with a shared mission to use finance to deliver sustainable economic, social and environmental development. Building Banking on Values airs live Thursdays at 3 PM Pacific Time on VoiceAmerica Business.