

## **Sue Rainbow**

Business Executive – Minnesota

### Overview:

Sue has spent her career as an operation professional with a secret. She learned very early on that it isn't about process, it's about people. While her operations counterparts spent time writing and rewriting process, she spent her time ensuring the right person was in just the right job and had the right tools to excel. Sue has had a passion for building and leading high performing teams who can make magic happen.

At the start of her career Sue learned the key to dealing with even the trickiest customers quickly and painlessly. She has taught the technique to both large and small groups ever since and found that the customer service framework is as effective internally as it is on traditional customers. The technique, called Proving Your Customer Right<sup>®</sup>, is fun and easy to learn and – it works! She wears her Customer Service Evangelism on her sleeve and has been a natural transfer to working on and developing sales teams.

Sue has deep experience in manufacturing, grocery, specialty and big box retail. Sue enjoys using the P&L to guide the business and has specialized knowledge in logistics, warehousing, and a devotion to formal succession planning. She has enjoyed partnering across functions to accelerate acquisitions and ensure their success.

Sue graduated from the University of Minnesota with a graphic art and communications degree and a minor in Art History. She has served two terms on the Board of Directors for Special Olympics Minnesota and has served as a Master Gardener through the University of Minnesota. Sue and her family enjoy being outside in all of Minnesota's seasons.