



## **NEWS RELEASE FOR IMMEDIATE RELEASE**

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### **SWE HONORS LYNDA GRINDSTAFF WITH 2007 EMERGING LEADER AWARD FOR SALES & MARKETING**

*Lynda Grindstaff recognized at WE07, the Society of Women Engineers national conference, for her leadership in sales and marketing.*

**CHICAGO, Oct. 22, 2007** – The Society of Women Engineers (SWE) today announced Lynda Grindstaff as a recipient of the 2007 Emerging Leader Award for demonstrated leadership in sales and marketing.

Grindstaff is digital office platform division strategic planner for Intel Corp., Folsom, Calif. In this role, she leads a senior team to define the strategy, plans, and roadmap for the Intel Digital Office brand: Intel vPro™ Technology. These plans will impact more than 100 million computer platforms.

“Throughout her career, Lynda Grindstaff has provided strong leadership and analytical skills to multiple teams in order to increase the efficiency and effectiveness of software support,” says Michelle Tortolani, president of SWE. “Lynda’s vision, strategic planning, and commitment have been crucial in supporting the company’s overall success.”

Grindstaff joined Intel in 1995 and served as system BIOS engineer for two years, where she managed the 430HX and 440LX system BIOS programs by developing the system BIOS for first silicon power-on, writing BIOS specifications, and debugging OEM third party, and internal validation BIOS issues. She was promoted to chipset validation customer team lead in 1997. During the next two years, Grindstaff managed the 810 and 820 chipset validation customer program.

She took on the role of desktop platform applications engineering manager in 1999. In this position, Grindstaff managed a team of applications engineers who drove the technical implementation of new

software features in the device drivers, and who partnered with the design, marketing, and validation teams to plan, implement, and test the new features prior to delivery.

She focused her team on streamlining existing processes and implementing new ones, which allowed them to pick up additional tasks not previously supported, yet keep the same size team. As a result of her leadership and instituting these process improvements, Grindstaff was able to reduce the average time to resolve issues by 50 percent, and she and her team were awarded the Intel Software Quality Award.

“Lynda has an open mind while listening to various opinions, weighing the options, and making difficult decisions that impact Intel’s bottom line,” says Gregory Bryant, vice president, digital enterprise group for Intel Corp. of Grindstaff. “Her team’s output is detailed, high-quality Digital Office strategic plans that will contribute to the continued success of Intel’s newest brand.”

Grindstaff, a SWE senior life member, received her B.S. degree in computer science from California State University, Sacramento.

The Emerging Leader Awards honor women engineers who have demonstrated outstanding technical excellence as an individual resulting in significant accomplishments in the following areas: academia; manufacturing and construction; procurement/logistics; product research, design, and engineering; quality, safety, health, and environment; and sales and marketing.

The 2007 Emerging Leader Awards will be recognized on October 26 at WE07, the Society of Women Engineers national conference. WE07 is being held at the Nashville Convention Center, October 25-27, in Nashville, Tenn. The more than 4,000 attendees include professionals from every discipline of the engineering profession and engineering students and educators. The WE08 conference is scheduled for November 6-8, 2008, in Baltimore.

## **About SWE**

The Society of Women Engineers (SWE), founded in 1950, is a not-for-profit educational and service organization. SWE is the driving force that establishes engineering as a highly desirable career aspiration for women. SWE empowers women to succeed and advance in those aspirations and receive the recognition and credit for their life-changing contributions and achievements as engineers and leaders. For more information about the Society please visit [www.swe.org](http://www.swe.org) or call (312) 596-5223.

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