The Why Behind FountainBlue

By Founder and CEO

Linda Holroyd

I’ve always been a world-changer. I get a visceral response when I experience cruelty and injustice, especially when the under-served, the un-empowered, the majority are the victims of that injustice.

One of my earliest memories is of my five-year-old self objecting to our assigned homework by cajoling my uncle to do it for me. When asked by my teacher ‘who did your homework’, I responded truthfully that my uncle did it upon my request. The teacher sent me back to my seat, and then assigned less homework to everyone. As I walked back to my seat, I saw a sea of faces saying clearly – ‘Who are you to ask this for us – you, who are 5 years old, an Asian, and a girl at that?’

I didn’t fit in. I don’t often fit in, but I can’t help but make a stand against injustice, even if it means that I didn’t have special someones to wish farewell as we journeyed from my birthplace in Hong Kong to America.

I secured scholarships and worked my way through college as an office worker – learning typing, administration and management – as a notetaker – learning communication and information synthesizing – and as a preschool teacher – the best leadership training ever. After graduating from college, I began my career as an elementary school teacher as I wanted to educate and empower others.

I taught elementary school for six years, but then realized that I wanted to make a broader impact, leveraging technology and innovation. I provided sales, marketing and operational support for three start-ups before co-founding a web consultancy alongside my techie husband. During that period, we also had our daughter, now a young adult.

I learned a lot about technology, business, management and operations through that period, and applied those skills to a nonprofit cause, as I wanted to focus on doing well while doing good.

From there, I brought together my passion to make a difference, my skill for integrating technology and business imperatives, and my talent for connecting leaders and innovators into my work at management consultancy, FountainBlue.

At FountainBlue, we support innovation and leadership one conversation, one leader, one organization at a time through our on-site and now-online programs, as well as through our coaching, consulting, and advisory services.

Now you know WHY I’m passionate about doing this work - day in and day out - and also HOW I wound up doing what I’m doing.

- Sign up for one of our upcoming programs
- Sign up for a complementary 15-minute ‘What’s Next’ Coaching Call
- Share your challenge and opportunity when nothing’s normal