

Linda Muir, MBA

Department: Institute for New Enterprise
Gore School of Business

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Registered Content Expert

Education

- Bachelor of Science, Marketing
- Master of Business Administration
Westminster College

Expertise/Research Areas

- Marketing Strategy/Execution
- Business Development
- Entrepreneurship (new venture and social)
- Product Innovation
- Strategic Planning

About

Linda Muir is the Entrepreneur in Residence, in the Institute for New Enterprise at Westminster College, and President of LA Vocal, Inc. She graduated from Westminster College with both a Master of Business Administration (MBA), and an undergraduate degree in marketing. Her background in marketing encompasses working for large corporations including Franklin/Covey and Bell & Howell, as well as starting, and working in, small business ventures. She became the first director of the Miller Business Innovation Center, a business incubator for new business start-ups.

Linda has taught marketing and entrepreneurship courses for Salt Lake Community College, SCORE, the Small Business Development Center and Westminster College. Linda is a board of trustee for the Women Tech Council and sits on the Utah Business Lending Corporation credit committee. Her passion is helping small businesses experience their dream to success in entrepreneurship.