

**LYNDA HODGE**

Creative Director  
The Richards Group  
Dallas, Texas

In her 17 years as a creative director at The Richards Group, Lynda has led teams in developing marketing strategies, advertising campaigns and graphic standards for some of the most well known brands in America.

Her work has been featured in many industry publications, as well as garnering multiple honors in local, national and international advertising shows, including a Clio award.

Lynda has contributed her skills to several non-profit entities, including multiple campaigns for Children's Medical Center of Dallas, as well as The Dallas Symphony, The Salvation Army and The U.S. Department of Transportation/Child Safety Seat Program.

A horse enthusiast for many years, she spends a great deal of her time trying to become a better rider. She currently owns a Selle Francais jumper, "Hero" - who regularly reminds her of how much she still has to learn. Lynda is a member of the Texas Hunter Jumper Association, the United States Equestrian Federation and the United States Hunter Jumper Association.