

# Leena Rinne

Productivity Expert, International business consultant, and Speaker

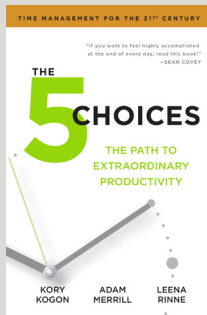


**Certified to Deliver**  
5 Choices to  
Extraordinary Productivity

The 7 Habits of Highly  
Effective People

Project Management

**Author of**



To schedule Leena Rinne  
Call 1-888-554-1776

*“Continuous effort, not strength or intelligence, is the key to unlocking potential.”*

*–Winston Churchill*

Leena Rinne joined FranklinCovey’s consultant team with over 10 years of experience in international business and high level client relationship management.

Currently in her seventh year with FranklinCovey, Leena was part of the innovation team that developed FranklinCovey’s core productivity solution, The 5 Choices. Her area of interest focuses on how technology impacts productivity in today’s world. Leena was heavily involved with launching The 5 Choices, both in North America and around the world. She also collaborated with FranklinCovey’s productivity practice in launching The 5 Choices virtual certification site. She is also passionate about teaching Project Management and The 7 Habits of Highly Effective People.

Leena spent over 6 years as the FranklinCovey International Business Partner for Europe, Middle East and Africa. In this role, she was involved in the corporate strategy planning, operational support and financial reporting for over 25 FranklinCovey licensed partner offices. Her focus was the growth of FranklinCovey’s international business, achieved through licensee partner business strategy development and implementation. Leena also worked as the team lead for the International Business Partner team.

Prior to FranklinCovey, Leena worked in management in the telecommunications industry, where she was the Director of Training and the Director of Customer Relations at Touchfon International. Her responsibilities included managing both inbound customer care and high level account management teams. She was also responsible for new hire and ongoing associate training as well as client training.

Leena has a Master’s degree in Economics from The University of Utah. With a strong love of music, Leena plays several instruments including the guitar, drums and the autoharp. A long time marathon runner, she loves spending time outdoors in Salt Lake City Utah, where she lives with her husband David and their twin daughters.

## Accomplishments

- B.S., Biology, University of Utah
- M.S., Economics, University of Utah.
- Founder of ‘Goal Groupies,’ an organization aimed at helping women achieve their personal goals