

Judith M. Guido-Guido & Associates

Judith Guido is Chairwoman and founder of Guido & Associates, a Business Management company working in the areas of Strategy, Processes/Systems, Research, Sales, Marketing/PR, Branding, Social Media, Mergers/Acquisitions, Green and Sustainable Markets, Women and Boomer Markets while focusing on helping organization grow their people and profits. Prior to founding her own business management practice, Guido was the Chief Marketing Officer and Vice President of Valley Crest, the nations largest privately held landscape management and development company, whose brands include Valley Crest Landscape, Valley Crest Land Development, Valley Crest Golf, Valley Crest Tree and Nursery and the 125 U.S. Lawns franchises. Guido was chief marketing officer and senior vice president, of business development and strategic alliances for Cirqit, a New Jersey-based e-commerce technology and consulting company. She also served as the Senior Marketing, Sales and Strategy executive with ServiceMaster (\$6.5 billion in revenues), some of whose brands include TruGreen-Landcare, TruGreen – Chemlawn (including both the exterior and interior business) and Terminix. Judy is an advisor and board of director for the Yellowstone Landscape Group.

Guido was one of four executives who took LandCare USA public (IPO) on the New York Stock Exchange (NYSE) in June of 1998. She was the National Director of sales and strategy at LandCare USA, the national commercial landscape and interior services company purchased by ServiceMaster in 1998 and subsequently integrated into their TruGreen LandCare landscape group. A consulting professional, specializing in service industries including the Green and Snow Industry, Pest Control and the Real Estate industry, Guido also has experience in product development and launches, franchising, investor relations, research, training, mergers and acquisitions, and integration strategy having assisted in acquiring numerous companies in her career. She is a member of PLANET's marketing and PR committee and assisted Planet in their national branding initiative. Guido was also responsible for the national brand enhancement and strategy for Valley Crest and Aquascape. She is also a member of several green state and regional green associations. She is a contributing author to the globally successful book Branding Across Borders. She is currently writing a book entitled, Titans of Our Industry-Lessons Learned from the Greatest in the Green Industry. Guido has collected substantial primary and secondary research in the green industry and is a national leader on the Women and Boomer markets, which are the wealthiest economic groups in the world and critical markets to the green industry. She is a nationally recognized public speaker, award-winning copywriter, and a contributing editor and author to business journals (including Planet News, Landscape Management, Landscape Design Build, Snow Pro, Bayer Lawn Professional, Lawn and Landscape, Green and Irrigation, Pro, Business Matters, Outdoor equipment) and association publications (PLNA, CLCA and others) throughout her career. She has educated thousands of green industry professionals over her career through her symposiums, seminars, mentoring, talks and writing. She has worked with Contractors, Professional Associations, Manufacturers, General Contractors, Growers, Nurseries, Distributors/Dealers, Professional Landscape, Snow, Golf and Sports Industry, Irrigation and Lighting, Water features, Interior Companies, Design Companies, Lawn Care, Arborcare, Retail, Nurseries, Design, Architects, Golf and Sports Turf Industry, Municipalities, Landscape Architects, Builders-Developers, Engineers, Municipalities, Interior Designers and even one man companies to help them profitably grow their organizations. Guido has risen millions in funding for both private and public placement. She sits as a board of advisor of several green companies and has served as an advisor to many green associations. She is also a former television producer and director for business cable programming.

Guido also has extensive experience in commercial and residential real estate development and sales. Guido received a Masters Degree in Business from the University of Connecticut, held a Series Six financial securities license, an advanced Business Communications Certification and Television Director & Producer credential. She can be reached at 818-800-0135 or jmguido@sbcglobal.net.