

About the Author

Darlene Quinn

Many toss the title “renaissance man or woman” around haphazardly today. However, when it comes to Darlene Quinn, it is an appropriate title. Her experiences, when interwoven, form a tapestry that emits nuggets of wisdom, caring and accomplishment that is the message that has helped others reinvent themselves for a greater lifestyle.

The Social Conscience Mentor and Coach

A former public school teacher who also volunteered to work with at risk children in the minority community, modeling and charm coach, and Coordinator of the *LONG BEACH MISS UNIVERSE PAGEANT* would seem like quite an eclectic mix to begin with. This foundation helped Darlene learn to read people well, inspire them to do greater things and guide them with the love and patience necessary to build self-esteem and confidence. Darlene excelled at this and it was what caught the attention of the ivory tower at Bullock’s Department Stores, which would become her next career and a defining period of her life.

Never one to settle for mediocrity, Darlene was bold! As she teaches others by saying, “When you’re looking for a job, start at the top!” she took her own advice. Searching for the CEO of *Bullock’s* and *Bullocks Wilshire* (their prestigious specialty store operation), Darlene sent her résumé straight to the top. Before long, she was being interviewed because of her personal

development coaching, but was hired because of her teaching and management skills as the Corporate Training Director.

Bullocks Wilshire Executive Personnel Director

Molding the management of the enterprise created a remarkable reputation for Darlene, and it wasn't long before the competition took notice and came knocking on her door. Broadways offered her a higher position, more money and a larger operation! Being the results-oriented leader and coach she was, Bullock's was not ready to lose their star; hence a series of events were put in motion that shuffled management in order to ensure that Darlene would stay at whatever choice position she wanted. She chose Executive Director of Personnel/Organization Development for their most prestigious operation, *Bullocks Wilshire*! Setting out to fine tune the operations of Bullocks Wilshire, by starting at the top and letting it trickle down to entry level, Darlene's astute negotiating, communications and people skills earned her the affectionate title of *The Psychiatrist*, for the many fires that were extinguished with positive results that improved the operation — from the President on down. Her ability to diffuse an issue with the carefulness and precision of a heart surgeon, the communication and listening skills of a wise philosopher, and the bedside manner of a pediatric oncologist made her the go-to person to get anything done. As Darlene would say, "Other's see obstacles; I see opportunities."

The Reinvention of Darlene

After many years, making her mark on an industry famous for high life and cut throat, leaving it better than when she arrived, it was time to move on. Deciding to help her deaf daughter through her senior year at high school and traveling with her late husband, it was time to do something else. Darlene reinvented herself into an award-winning author, writing coach, speaker and board member of several organizations in the literary arena.

A consummate storyteller, she decided to write articles for *Savvy Magazine* about what she had learned at Bullocks Wilshire: that there are three kinds of shoppers, and in this economy, if you understand them you will prosper and not falter. This would launch a writing career that started with a poem (which Darlene thought was not very good, but which a proud father submitted to a contest that she would win) and culminated with the award-winning *Webs Series: Webs of Power, Twisted Webs, Webs of Fate, and Unpredictable Webs, Conflicting Webs*, and her latest *Webs of Perception* which was released in November of 2018.

In 2011, this led *The Braille Institute* to not only invite Darlene as their keynote speaker, but to choose to turn *Webs of Power* into an audio and Braille book. They are considering converting the entire series for the vision impaired!

Giving Back to the Community Again

Today, Darlene speaks on the power of reinventing yourself, how to do it and the skills necessary to accomplish it. Also, she speaks on the three kinds of shoppers, how they affect

your business and how to cater to each for maximum sales. Her ability to meet your audience where they are and help them arrive at where they want to go, makes her a sought after speaker, coach, columnist and guest blogger.

When it's all said and done, we believe Darlene will have left her mark on society as a friend, author and mentor to many writers, professionals and those looking to enhance their lifestyle with a warm smile and gentle advice, while sharing her experience and wisdom. Her legacy will be the people she has and continues to touch, the organizations she helped improve that serve many and through her books, as well as those of many authors she mentors.

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