



NEWS

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Elizabeth G. Burton appointed to the Board of Directors for the Kentucky Center for Performance Excellence (KyCPE)

July 21, 2015. Elizabeth Burton, CEO of PrimePoint, LLC, has been appointed to the Board of Directors for the Kentucky Center for Performance Excellence (KyCPE). The KyCPE is a non-profit organization whose mission is to drive organizational excellence in Kentucky through criteria-based assessments, training programs and consulting services. Burton will serve a one-year term on the board.

“It’s important to me that we provide organizations in Kentucky with the processes and tools they need to be successful,” said Burton. “Using the *Criteria for Performance Excellence*, individuals and their organizations can learn how to become more efficient in their operations, and more effective in the delivery of their products and services. When organizations are successful, ultimately, our communities benefit as well.”

As CEO of PrimePoint, Burton has led strategic organizational change efforts for public, private and nonprofit sector organizations across the U.S. Her specialties include Strategic Planning, Performance Measurement, Change Management Strategies, Strategic Marketing and Revenue Generation strategies. She has provided consulting and training services to staff at major federal government agencies such as the U.S. Department of Homeland Security, U.S. Department of Health and Human Services, U.S. Department of Education, U.S. Department of Commerce, and U.S. Department of Housing and Urban Development. As a Senior Fellow with the Performance Institute and The Council for Nonprofit Innovation in Washington, D.C., Burton regularly served as a keynote speaker and lead consultant/trainer for national audiences on topics such as organizational change, workforce development, process management, project management, grant writing and management, performance measurement, logic modeling, and marketing strategy.

Burton most recently led a successful company brand transformation for Lifeline Homecare, Inc., a non-medical homecare company serving Kentucky since 1989 and based in Somerset, KY. She was previously Director of Business Development and Public Relations for The Center for Rural Development where she helped develop and implement overall marketing and communications strategies for the organization and its partners, and helped create new programs and products for roll-out in rural communities.

As Director of Sales Administration for Polycom, Inc., Burton served on the U.S. public sector leadership team where she engaged a national team of business development professionals in producing sales growth in government, education and healthcare vertical markets, and created the first trademarked process for grant financing of technology products in the telecommunications industry.

Burton previously served as a Malcolm Baldrige National Quality Award Examiner from 2007-2009 where she provided feedback and improvement recommendations to organizations in the education and healthcare sectors. The Malcolm Baldrige National Quality Award is the only formal recognition of the performance excellence of both public and private U.S. organizations given by the President of the United States. Burton has also served as a grant peer reviewer for multiple federal, state and local government agencies.

PrimePoint, LLC is a consulting and training services firm focused on organizational change, organizational development, organizational learning, and resource maximization strategies.
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