

DEBORA GRIFFITH
CEO, Towne AllPoints

Debora Griffith brings a well-balanced, highly-tuned set of skills and experience to her role as CEO of Towne AllPoints. Her warm, customer-oriented demeanor is matched with a sharp business intelligence spanning all aspects of leadership including operations, sales, marketing, customer service, financial, legal and human resources.

Born in Santa Ana, and a graduate of Garden Grove High School, Griffith earned her Bachelor's degree in Business from the University of Redlands, and her MBA from California State University - Monterey Bay.

Throughout Griffith's professional career, she picked up a variety of skills and understanding of customer service which has built her foundation to lead Towne AllPoints. For example, she learned how to listen to customer needs in her first job fitting shoes on hard to fit women. During a part-time stint at Towne, she tapped an instinct for finding efficient ways to get the job done working in the fulfillment department, assembling mailers and product orders. Later, she worked in collections for a major retailer, learning about making and keeping promises. This led to learning about debits and credits while working at a bookkeeping and tax firm, eventually being promoted to Office Manager. She took courses on tax returns, learning about payroll, payroll taxes and sales tax preparation. Griffith says this experience gave her a knack for looking at business through the customer's eyes, seeking solutions as if it were her own business.

Griffith's career advanced to helping a multiple-location furniture enterprise, responsible for accounting, cash flow analysis and management. Eventually, she started her own consulting and bookkeeping business.

Then, fate's fortuitous coincidence returned her to direct marketing and fulfillment, taking on the role of Vice President of Operations with United Direct Response, which was soon after acquired by Towne AllPoints.

Griffith has served various roles at Towne AllPoints since starting "on the tables" collating and stuffing envelopes. In 1998, she was hired as the Fulfillment Department Management, and later helped clients as Account Executive and working on special projects during a time she was commuting from Oregon. In 2007, she returned to Towne AllPoints full-time, taking on the role of Business Systems and Solutions to help turnaround sales in the lagging economy. In 2009, she was instrumental in establishing a new strategic partnership that extended Towne's geographic reach and capabilities. By 2011, Griffith was asked to oversee all operations as General Manager.

An avid golfer, Griffith is a four-time club Champion at Wilshire Country Club, and qualified for the Women's Mid-Amateur in 2006. Griffith is also passionate about raising awareness for organizations supporting cancer research. She also supports Best Friends Animal Sanctuary, and has been married to her husband for 27 years.

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