



# Lisa S.

Chemical engineer with twenty years experience leading consumer and pharmaceutical product development, marketing, research, and consumer modeling projects. Customer service systems and marketing professional. Lisa's IBEC consulting focus is helping entrepreneurs develop market and customer understanding to facilitate the success of their businesses.

## Expertise

Consumer products research design and development. Consumer modeling and understanding. Research design and analysis. Information organization. Customer service.

## About Lisa

Lisa has a gift for making useful connections and distilling chaos into usable models to help set vision and strategy and transform insights into real world deliverables. For her, understanding consumers and gleaning meaningful discoveries from a cacophony of information is great fun! She uses this expertise to provided IBEC clients with market research and customer understanding expertise and training to help facilitate the success of their new business ventures. She also has been a tremendous asset to IBEC Ventures as our original Director of Product Development. In that role, Lisa drove refinement and clarification of our overall business purpose and identity by defining target markets and market needs resulting in a product design that is IBEC Ventures as it exists today.

During her thirteen years leading product design and development projects for Proctor and Gamble and now as an expert resource to global pharmaceutical and consumer products companies through YourEncore, Lisa has developed in-depth expertise in a broad spectrum of qualitative and quantitative consumer research techniques. Her strong problem solving and modeling skills consistently help her translate theoretical models and preliminary concepts into viable products, workable solutions, efficient processes, and effective marketing communications.

She also gained hands-on customer service and membership marketing experience while serving as the Membership and Marketing Director for the Olympia, Washington Downtown YMCA. During her tenure, member satisfaction more than doubled and overall membership and retention increased, reversing previous trends.

Lisa and her family live just south of Tacoma in Washington state where they attend Oasis Church @ Lakewood. Lisa is active in leadership with Bible Study Fellowship. Lisa's heart for helping Business as Mission entrepreneurs developed as the result of learning about it from a presentation Larry Sharp gave at their home church at that time, Grace Chapel in Havertown, Pennsylvania.

## Experience

IBEC Ventures	Market Understanding Consultant Director of Product Development	2011 – present 2009 – 2012
YourEncore	Expert Resource to global pharmaceutical & consumer product companies	2006 – present
South Sound YMCA	Membership and Marketing Director	2005 – 2009
The Procter & Gamble Company	Senior Engineer, Product Research & Dev. Engineer, Product Research & Dev.	1992 – 2001 1988 – 1992

## Education

Washington University in Saint Louis BS, Chemical Engineering