



LISA NIRELL

Helping CEOs and marketers accelerate growth and marketing innovation

Today, every brand faces fierce competition, high CMO turnover, digital overwhelm, and severe resource shortages.

It's time for leaders to hop off the hamster wheel, think strategically, and make the courageous leap from *order taker* to *innovator*. Lisa's here to show you how.

Speaking



Lisa is the Chief Energy Officer of EnergizeGrowth®. Innovative companies such as Adobe, Gannett, Google, and Hilton hire Lisa to gain fresh insights, formulate new strategies, and launch breakthrough marketing ideas.

Apple evangelist and bestselling author, Guy Kawasaki, says "Lisa will help you truly understand growth strategies."

She is also an award-winning *FastCompany*, *Forbes CMO*, and *CMO.com* contributor. Her award-winning books include *EnergizeGrowth NOW: The Marketing Guide to a Wealthy Company* and *The Mindful Marketer*:

How to Stay Present and Profitable in a Data-Driven World.

With over 30 years of pragmatic corporate experience, Lisa brings cutting-edge strategies and fresh ideas to the stage. She works diligently to tailor sessions to your cultural and audience dynamics, and delivers them in a way that your executive audiences can apply immediately.

"If you want someone to provoke your audience and shape new ways of thinking, hire Lisa for your next conference!"

Greg Kihlstrom, CEO, Carousel30 and American Advertising Federation board member



Contact Lisa for availability.

lisa@lisanirell.com

708.888.1280

www.lisanirell.com