

**LN** LISA NIRELL

**Speaker,  
Growth  
Strategist  
and Acclaimed  
Author**



**SPEAKER KIT**



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## About Lisa

Lisa Nirell helps CEOs and market leaders **navigate high-stakes transitions and build resilient, engaged, high-performing teams.**

Drawing on three decades of advisory work across 21 countries, **she has helped clients generate more than \$180 million in new revenue** while launching breakthrough growth strategies.

Innovative brands such as **AARP, Adobe, CoStar Group, Google, and Hilton** turn to Lisa for fresh insight, critical thinking, and “connective tissue” across their executive teams and ecosystems.

She is the founder of the **Marketing Growth Leaders™** peer community, a two-time author, and the creator of hundreds of articles, podcasts, and e-courses on leadership, growth, and modern marketing.

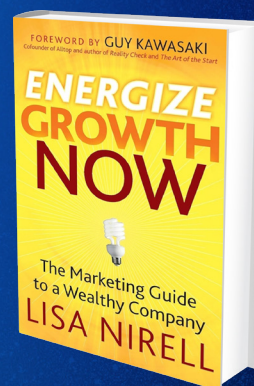
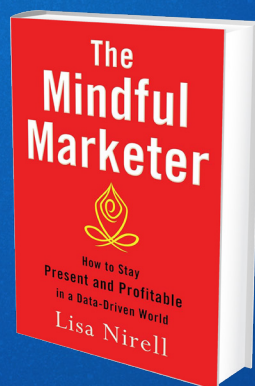
Lisa is a member of **Marshall Goldsmith’s 100 Coaches** community and was named one of the **Top 200 Biggest Voices in Leadership**. An expert contributor to **Harvard Business Review, Fast Company, CMO.com, and Forbes**, she also authored **EnergizeGrowth NOW: The Marketing Guide to a Wealthy Company** and **The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World**.

A competitive open-water swimmer for more than 45 years, Lisa brings three core transition mindsets—**adopt experimentation, amplify for alignment, and embrace awe**—to help leaders move from fear to flow in the face of relentless change.

She credits her lifelong curiosity for innovation to her father, **inventor Edgar Lizotte**—and to the moment she “caught the innovation bug” at 40.



**AUTHOR OF TWO  
ACCLAIMED BOOKS**





# KEYNOTE TOPICS



## AI-Powered Innovation

### 3 Transition Strategies for Turbulent Times

This session is ideal for executives experiencing “**change whiplash**” who must lead into unproven, high-stakes strategies. This keynote reframes **AI strategy, market disruption, and geopolitical uncertainty** as catalysts for innovation rather than sources of fatigue.

Drawing from her book, **EnergizeGrowth NOW**, and her work with **170+ C-level leaders**, Lisa shares three transition mindsets to navigate the “messy middle” with calm and confidence.

#### Your attendees will gain:

- A pragmatic approach to leading through rapid, uneven change
- A simple experimentation model to test bold, unproven opportunities
- Techniques for using awe to unlock connection, creativity, and resilience
- Case examples from brands such as GoDaddy, Nvidia, and Shopify

They leave with a **clear, actionable framework** to move their organizations from fear and stagnation to flow and growth.



## Burnout to Balance

### 3 Priority Principles for Executive Success

Designed for executives who are under pressure to “**use AI to cut costs**” while still driving growth and retaining top talent. This session shows how poorly framed AI and cost mandates create conflict, overload, and burnout. Lisa shows you how to reverse that pattern.

Building on three decades of leading product launches and advising leaders across 21 countries, Lisa helps executives **focus on the right strategic actions instead of endless task juggling**.

#### Your audience will learn:

- A practical method to distinguish true priorities from distractions
- A shared framework and language for mapping high-value strategic activities
- AI prompting techniques that streamline planning and brainstorming
- Greater confidence in pursuing bigger, higher-impact goals without burning out their teams

Leaders walk away with immediately usable tools to protect capacity, sharpen focus, and sustain performance.



# KEYNOTE TOPICS



## The On Ramp to Leadership 7 Ways to Fuel Your Career

This keynote is perfect for high-potential leaders and senior individual contributors who feel **stuck, overlooked, or exhausted in a rapidly shifting market.**

Inspired by Lisa's second book, **The Mindful Marketer**, this session decodes what separates order takers from innovators.

Drawing on two decades of research and interviews with market leaders—and client data showing it can cost \$600K–\$1M when a top growth leader leaves—Lisa reveals a **7-part “on ramp” performance model** that helps talent anticipate inflection points and outperform peers.

### Attendees learn:

- Three market shifts reshaping growth careers: hybrid work, AI hallucinations, and constant hype cycles
- A competency model that shifts leader focus from output to outcomes
- Contemporary examples of market leaders who model authority, charisma, and influence—even when their views are unorthodox
- A practical process for assessing and expanding their potential on the “Market Growth Spectrum,” including growth leader recent success stories

Your audience will have a clear roadmap to increase their strategic value, visibility, and long-term career growth.



## TRUSTED BY



# TESTIMONIALS



"Lisa will help you **truly understand growth strategy**, particularly for B2B companies."

**Guy Kawasaki**

Author, tech evangelist, and Silicon Valley venture capitalist



"Lisa invites you to get close to yourself and, with others doing the same, **strengthen your growth mindset.**"

**Eric McCarthy**

6-time board director and former Coca-Cola officer



"Our program attendee evaluations **scored off the charts!** I highly recommend Lisa."

**Shira Lotzar**

Former President of HR Leadership Forum



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

**Greg Kihlstrom**

Advisor, Author & Speaker, The Agile Brand



"Lisa's programs create breakthrough thinking. She has helped me to leverage wisdom to chart my next chapter... it's truly a mindset shift!"

**Andy Yost**

Chief Marketing Officer (Viacom, USA TODAY, Kinsa Health, HomeServe USA)



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# FOR INQUIRIES

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