

Lisa Mummert

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PROFESSIONAL SUMMARY

- Deep roots in the Promotional Products Industry managing sales teams and budgets from \$5MM to \$50MM.
- Experience on both Supplier and Distributor side of the promotional product industry.
- Built and managed a team of outside sales resulting in 130% revenue growth year over year through OKR creation and HubSpot metric tracking.
- Led a \$10M program business division focused on catalog program fulfillment within the top producing Promotional Products Distributors including: HALO, BDA and Proforma.
- Single handedly drove new business development and closed nation-wide activation programs within Treasury Wine Estates, E. & J. Gallo, Delicato Family Wines and Moet Hennessey worth over \$5M in yearly revenues.

PROFESSIONAL EXPERIENCE

Scalable Press (Tech Company), San Francisco, CA

2019-2020

Supplier to the \$25B Promotional Products Industry – Screen printing, embroidery, DTG

Sales Director

- Managed a team of outside sales to 130% sales growth year over year.
- Leading the \$10M program business division focused on catalog program fulfillment within the top producing Promotional Products Distributors including: HALO, BDA and Proforma.
- Leading the creation and current management of sales team OKR's (goals and objectives) for 2020.
- Successfully managing C Level Vendor Relationships at our top accounts.

AP Keaton, San Francisco Bay Area

2016-2019

Boutique Trade Marketing Agency (Wine & Spirits)

Business Development Manager – E. & J. Gallo

- Single handedly drove new business development and closed nation-wide activation programs within Treasury Wine Estates, E. & J. Gallo, Delicato Family Wines and Moet Hennessey worth over \$5M in yearly revenues.
- Worked extensively with off-premise independents and chains nation-wide owning end-to-end trade marketing solutions around custom window displays, counter wraps, in store mass displays, mini displays, custom wine racks, innovative shelf talkers and print POS.
- Leveraged on-premise opportunities by presenting outside-the-box ideas; such as custom branded tasting rooms, hard wired lighting and bottle presenters.
- Effectively created and presented capabilities presentations, product idea decks to drive new business through innovative product offerings.
- Grew market presence within Bay Area companies; generating business leads through phone, networking and referrals.

THE SAGE GROUP, San Francisco, CA

2015-2016

Boutique Marketing Staffing Agency

VP of Business Development and Client Management

- Closed temporary and full time marketing staffing contracts in Bay Area with Airbnb, Zendesk, Esurance, Nvidia and startups worth over \$400k in yearly revenues.
- Grew market presence within Bay Area companies; generating business leads through phone, networking and referrals.
- Effectively presented [Marketers that Matter](#) membership offering to C-level Marketers at top Bay Area Companies, including conducting interviews for [Harvard Business Review](#) articles. Marketers that Matter's [Judges and Council](#) include a who's who of leading CMO's of Bay Area companies.

HALO BRANDED SOLUTIONS, San Francisco Bay Area

2014-2015

Promotional Merchandise Agency

Senior Account Executive

- Consistent weekly top 10 producer within a division of 30 sales executives exceeding all sales goals.
- Strategic solution selling, client management and leveraging of internal and back end resources resulted in yearly profit margin of over 40%.
- Single handedly drove new business development and closed business with Treasury Wine Estates, Jackson Family Wines, Crimson Wine Group, Chateau Ste. Michelle, Nvidia, AOL, Microsoft and Genentech.

IMAGE SOURCE, INC. San Francisco Bay Area

2009-2014

Promotional Merchandise Agency

Senior Account Executive

- \$1 Million in revenues invoiced in 2014 at a 32% margin closing significant SOW's with Treasury Wine Estates, Microsoft, Culinary Institute, Event Agencies, University of Washington, Gene Juarez Salons and startups.
- Achieved 60% year-over-year revenue growth totaling over \$1 Million Dollars with average order size at \$2500.
- Created a new business development plan for the Bay Area and executed it via networking, referrals and events.

REALOGICS, INC., Seattle, WA

2007-2009

Boutique Marketing Agency in the Luxury Real Estate Vertical

Senior Marketing Director – Luxury Real Estate

- Managed the sales and marketing campaign strategy for [The Bravern](#) \$300MM mixed-use project encompassing management of an \$8M Project Marketing Budget, events, collateral, print ad creative, media plan, website, virtual renderings and animations.
- Managed a team of 15+ people and drove deadlines for deliverables.

BD&A - BENSUSSEN DEUTSCH & ASSOCIATES, Woodinville, WA

2004-2007

Promotional Merchandise Agency

National Account Manager - Microsoft

- Owned the company wide business strategy for the \$50MM Microsoft Account overseeing five account managers and increased bottom line by 10% executing campaign strategies around major product launches.
- Strategically planned, presented and won the company's first yearly agency retainer for marketing services.
- Awarded "Newcomer of the Year" Sales Award 2005 for annual sales over \$1M and strategic planning.

EDUCATION

University of Washington, Seattle WA

Bachelor of Arts Degree in Speech Communications and Minor in Italian Language

Studied Abroad to Siena, Italy

ASSOCIATIONS

- Watermark: Women Leadership
- Sales Enablement Society
- Business Chicks: Women Leadership
- National Sports Marketing Network
- University of Washington Alumnae Network