

LISA KENT: BUSINESS LEADER – AUTHOR – PROFESSOR – SPEAKER - FACILITATOR



Lisa Kent is the founder and host of the Dauntless LeadHERship podcast and a frequent speaker and teacher. Before selling her company to the Market Performance Group in 2021, she built and grew the Luminations Group to a multi million dollar enterprise. Luminations was an innovation and strategy firm with clients across a range of categories from large consumer brands like Aveeno® or Advil® to entrepreneurial software and biotech companies. Her team provided brand-building solutions for companies such as: Merck, Mars, Johnson & Johnson, Panasonic, Coty, Amazon, Cadbury, Apple and Panasonic.

Before founding Luminations, Lisa was the CEO of netgrocer.com, a nationwide online supermarket and provider of turnkey software services to retailers and manufacturers. Lisa has served as the Executive Director of new products and e-ventures for the worldwide Baby and Kids franchise of Johnson & Johnson where she drove growth on diverse brands in the women's health, skin care, and personal care categories. Lisa also held marketing and sales positions at Procter & Gamble and Nestle prior to her time at Johnson & Johnson.

Lisa is a noted industry expert on trends related to the baby category and marketing to mothers and prime women (that is women 40+) and has won numerous awards for her business and philanthropic leadership efforts, including: two rankings in *Inc. Magazine's 500/5000* fastest-growing privately held American companies and the New Jersey Outstanding Woman Entrepreneur Award. She is passionate about the consumer. Her team focuses on efficient marketing solutions, including social media, to delight the consumer or customer and win brand loyalty and sales.

As a working mom of 3 children, Lisa pioneered a flexible work environment for her entire team -- men and women alike -- back in the early 2000's. Luminations was designated as a Top 2017 Place to Work, recognizing a "culture of reward, intellectual challenge, and flexibility".

Lisa loves to teach. She trains marketers and managers across the globe in insights generation, concept writing and business model development. She has taught Integrated Marketing and Digital Communications at New York University, to Lehigh graduate MBA students and at Rutgers University in the Masters of Digital Marketing program. Her 2016 book, *Millennium Marketing*, was an Amazon best seller in the global marketing and sales category and her later books, *Inspiring Innovation* and *Leveraging Leadership*, are the core of many of her talks. She has a BA from Yale University and a Masters in Management from Northwestern University's Kellogg Graduate School of Management where she specialized in Marketing and Organizational Behavior. She volunteers in her community as an Emergency Medical Technician.