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Lisa Merriam, Marketing and Sales Consultant

Lisa Merriam is a brand, marketing and sales consultant, specializing in bringing Fortune 500 marketing expertise to fast-growth, entrepreneurial companies. She has decades of experience working with multinational consumer and business-to-business companies.

Since 2003, Lisa has been an independent consultant at Merriam Associates, LLC. Her expertise includes marketing operations, brand and marketing strategy, brand naming, brand identity, brand launch, copy writing, digital branding, search engine optimization, thought leadership and video production. She works for clients directly and as a member of the team at various advertising, digital and branding agencies, including McCann-Erickson, FCB, Ogilvy & Mather, Mother, Brandworx, Verse Group, and others. Clients include Johnson & Johnson, ADP, Canon, Kay Jewelers, and Bed Bath and Beyond, Elsevier, Novartis, and many small businesses and nonprofits.

Prior to becoming an independent consultant, Lisa was a director in the Brand Strategy practice of McCann-Erickson's FutureBrand consultancy. She specialized in M&A branding for merging companies, spin-offs, and acquisitions, working on the merger of ExxonMobil, Conoco-Philips, and various France Telecom acquisitions.

From 1998 to 2000, Lisa was Marketing Director at E Ink Corporation, an MIT start-up that developed the display technology in the Amazon Kindle. She created the marketing and sales departments from the ground up, managed the company's various marketing agencies, and secured the first proof-of-concept customers, Kraft, Seagrams, General Motors, and Coca-Cola, Sears, and Safeway and negotiated strategic marketing and development relationship with the Walt Disney Company.

Lisa began her career at Downey Communications, first selling advertising for an international consumer magazine and later selling scanner data on retail sales to consumer packaged goods companies in the United States and Europe.

Lisa is a frequent contributor of subject matter expertise to NPR, CBS, CNN, BBC, *Fortune*, *Crain's*, *The Atlantic*, *Marketing Daily* and many others. She has written for publications such as *Forbes*, *Yahoo Finance*, *American Bank Marketing*, *Manufacturing News*, *Apparel Magazine*, *China Business News*, *Sporting Goods Business* and others. She was a contributor to *Mastermind: The Many Faces of the 9/11 Architect, Khalid Shaikh Mohammed*. Her book *Merriam's Guide to Naming* was first published in 2009, with a second edition that came out in 2013.

Lisa is on the board of directors for the New York chapter of the American Marketing Association and contributes her expertise to various charities, including the Navy SEAL Museum, Moms Who Kick martial arts moms fighting cancer, the NSW Historical Foundation, and Kappa Kappa Gamma. She is a graduate of The George Washington University and speaks German.