

Lisa Gayle Campbell

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PROFILE

Driven and seasoned leader with more than three decades of expertise focused on long range strategic planning, communications, and change management. Pivotal force in communicating with various stakeholders including private companies, nonprofit organizations, legislators, constituents, investors, and leaders across varied environments. Proven record of effective management through relationship development, consensus building, and collaboration. Innovative approach to solving complex issues and strategically promoting solutions that lead to measurable results.

EXPERIENCE

Georgia General Assembly House of Representatives

Representative House District 35, January 2023 - Present

- First woman elected to serve District 35 (Kennesaw / Acworth, Cobb County)
- Deputy Whip / Georgia House Democratic Caucus
- Human Relations and Aging Committee
- Interstate Cooperation Committee
- Budget Affairs and Fiscal Oversight Committee

CONSULTANT

BRANDfit Consulting (www.brandfitconsulting.com) Founder / Partner, 2017 – Present

Lisa Campbell Consultant, 2014 - 2017

- BRANDfit fuels growth through powerfully relevant strategic communications, creativity, and technology, helping clients drive organizational transformation across the entire value chain
- Works closely with C-suite clients and thought leaders as a catalyst for change, hosting workshops to identify future growth opportunities, develop new products, and cultivate services
- Adept working with mature brands, as well as with start-up groups; offers clients a unique combination of original thinking and practical business acumen

Publicis Group

MRY, Managing Director, 2012 - 2014

LBi, Managing Director, Atlanta / Director of Technology Alliances, North America, 2006 - 2010

- Equity investor partner in Creative Digital Group purchased by LBi/MRY/Publicis, and the first woman Managing Director
- Responsible for development of key relationships, ensuring operational excellence and profitability, client satisfaction, talent recruiting and retention, and client satisfaction
- Acquisition of new global clients such as Newell Rubbermaid, GRACO, Turner Fine Arts, Calphalon, MoMA, The Home Depot, Coca-Cola, United Way, UPS, and Bayer
- Focused on scalable growth, long term sustainability and innovation
- Responsible for setting strategic vision with clients to include research, brand development, customer relationship management, business intelligence, ecommerce, social media, strategic partnerships and alliances, public relations, media management and enterprise technology

- Partnered with Fortune500 clients bringing to market many firsts including the first global ecommerce technology platform for Newell Rubbermaid, the first umbrella brand strategy and technology platform for Bayer Crop Science, and the first culinary enthusiast destination for Calphalon repositioning the brand from an online catalogue to a “Brand That Matters”

Carlson Marketing Group

Client Relationship Manager, 2000 - 2006

- Carlson Marketing, the world’s leading relationship building company, designed and delivered loyalty programs that drive acquisition, retention and measurable results
- Responsible for programs directed at customers, employees and channel partners for some of the world’s best known brands across several vertical markets: Airline, Auto, Travel, Hospitality, Finance/Insurance, Retail, Consumer Packaged Goods, Healthcare and High Tech
- Client portfolio included The Home Depot, The Coca-Cola Company, SAAB Cars

DMB&B

Account Director, Detroit, Michigan

Clients: General Motors, Cadillac, Pontiac

Grand Ole Opry, Gaylord Entertainment

Marketing Manager, Nashville, Tennessee

BBDO Worldwide

Assistant Account Executive / Media Planner, Atlanta, Georgia

Clients: Delta Air Lines, Arby’s

Amanda Brown Olmstead & Associates, Atlanta, Georgia

Public Relations Intern

Clients: The Carter Center

EDUCATION / CERTIFICATIONS

- The University of Georgia, Bachelor of Arts, English 1990
- The Atlanta Women’s Foundation: Not-for-Profit Executive Board Governance Training 2017
- GA Association of Educators Legislative Honor Roll 2023
- Georgia State University, Health Policy Certification 2024

SERVICE / COMMUNITY INVOLVEMENT

- Community involvement includes volunteer work for Hands On Atlanta, InCommunity, The United Way, Atlanta History Center, Lullwater Conservation Garden and Druid Hills Civic Association Homeowners’ Board of Directors for Legacy Park Neighborhood in Kennesaw.
- Other organizations Lisa supports include Hope Springs Housing, The Carter Center, ACLU, GPB, The United State of Women, The Atlanta Women’s Foundation, GA Win List, Cobb Democrats, Georgia Conservancy, Fair Districts, GA Cares Community, and Planned Parenthood