

Lisa Leight
Partner



Expertise

Strategy. Marketing. Product Management.

Industry Experience

Technology. Business Services. E-commerce. Manufacturing, Consumer Products.

Key Positions

Former VP Marketing and VP Product Management with technology companies. Former consultant with McKinsey & Company, and Ernst & Young.

Education

BA Stanford University; MBA Stanford Graduate School of Business

Work Experience

At McKinsey & Company's Chicago office, Lisa Leight consulted in the areas of strategy, marketing, and operations with Fortune 500 clients including Kraft, Allstate, Ralston Purina, and Kodak. As a professional in Ernst & Young's San Francisco office, Leight worked with technology and other clients.

Leight also worked as an independent marketing and strategy consultant for a variety of clients including AT&T, Advanta Corporation, Sony, the Berkeley Art Museum, and others. For AT&T Online Services she was a Product Management Director and coordinated the launch of VOIP and other Internet-related products in the Asia/Pacific region.

Leight has led the marketing and product management functions of several companies. She served as CMO of an enterprise software provider where she transformed the marketing function into a metrics-driven, performance-oriented team and also led the redesign effort for a major 2.0 release. She was Website General Manager of eToys.com and VP Product Management at a B-to-B e-commerce company. Formerly, she was the Assistant Director of the Museum of Contemporary Art, Chicago where she managed the launch of the largest contemporary art museum in North America.

Professional

- Executive Committee Member of TechAmerica (formerly American Electronics Association) LA Council
- CPA