



## Lisa Dennis

### SENIOR PARTNER

Lisa brings eighteen years of high technology and information industry experience to clients. Pairing hands-on marketing and selling of information and high technology products and services, with end-user system enhancement and design experience for marketing and sales applications, she understands what the customer imperative needs to be for communicating information about products and services to varied audiences. Her forte is an ability to strategically see the big picture, and implement solutions using process and training to scale an organization's usable knowledge. The focus of Knowledge Associates is the translating of marketing and sales information into customer knowledge.

Prior to founding Knowledge Associates in 1997, she held publishing, product management and marketing/sales roles at Bolt Beranek and Newman, Thomson & Thomson (a member company of The Thomson Corporation), The Center for Business Intelligence, and World Congress. Believing that corporate responsibility should be balanced with civic involvement, Lisa has served on the boards of the YWCA of Cambridge, concentrating on fundraising for Hinge for Hope, a welfare-to-work-to-profession program; and Positive Directions, a human services organization assisting those living with or affected by HIV/AIDS, focusing on development and an annual Oscar Night fundraiser.

Lisa is a member of the New England Direct Marketing Association, the American Marketing Association, Sales and Marketing Executives International, the American Society of Training and Development, New England Technology Sales, Marketing and Business Development Association, and founder of the Boston Cell of Fast Company's Company of Friends network. She has a B.A in Writing from Wheaton College, and an MBA in Marketing from Babson College.