

# Lisa Campbell

Candidate for GA House of Representatives District 35



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For more than 30 years, Lisa has consulted with clients to build distinctive brands, launch new technologies and inspire community interest. An accomplished communications leader, she understands organizational, business and cultural situations and specializes in creating collaborative strategies with diverse groups of stakeholders. Lisa works closely with C-suite clients and thought leaders as a catalyst for change, hosting creative workshops to identify future growth opportunities, anticipate disruptive innovations and cultivate fresh ideas for growth. Adept at working with mature organizations, as well as with start-ups and grassroots associations, Lisa offers her clients a unique combination of original thinking, creative vision and practical organizational acumen.

Lisa is the Founding Partner of [BRANDfit Consulting](#), a firm specializing in advocacy and outreach to Women 50+. BRANDfit helps clients spark connections and build relationships with a powerful and influential audience that is often overlooked or marginalized in the modern marketplace. BRANDfit offers a platform for understanding the needs, preferences, and motivators of this audience through [Strategic Workshops](#), [Creative Services](#), [Speaking](#) and [Research](#).

During her career, Lisa has consulted with many global brands including Delta Air Lines, Gaylord Entertainment, General Motors, Cadillac, SAAB, and Kodak. She has also held numerous leadership roles in marketing and technology for global firms including LBi/Publicis, BBDO, Carlson, and DMB&B.

Over the years, Lisa and her integrated teams have partnered with Fortune 500 clients bringing many firsts to market including:

- The first direct to consumer ecommerce platform for The Home Depot
- The first global multi-channel, ecommerce technology platform for Newell Rubbermaid
- The first umbrella brand strategy and agriculture technology platform for Bayer CropScience
- The first online brand experience and multichannel ecommerce strategy for Graco Baby
- The first global digital strategy for Roche Accu-Chek aligning patients, caregivers and providers
- The first unified philanthropic platform for Coca-Cola: Youth Partnership, Global Community Reading Initiative with Reading Is Fundamental, All-Stars Collegiate Community Service Program
- The first digital strategic plan for The United Way of Greater Atlanta
- The first patented, Executive Function digital curriculum for ExQ Infinite Know How for School

Lisa's community involvement has included service for Hands On Atlanta, InCommunity, The United Way of Greater Atlanta, Atlanta History Center, Lullwater Conservation Garden, and the Druid Hills Civic Association. Lisa has also served as the Head of Public Relations for the Druid Hills Tour of Homes in Atlanta and currently serves on the Homeowners' Board of Directors for Legacy Park Neighborhood in Kennesaw. Other organizations Lisa supports include: The Carter Center, ACLU, GPBTV, The United State of Women, The Atlanta Women's Foundation, Cobb Democrats, National Garden Conservancy, and Planned Parenthood.