



Lisa Kraynak

Chief Marketing Officer & Growth Executive
Digital Transformer | Brand & Business Innovator
President of Gro. Business Ventures

917.699.1018

lisa@grobusinessventures.com | lisakraynak1@gmail.com

About Me

I am a mission-driven, passionate and creative business builder with an extensive track record of leading growth and innovation while delivering exceptional results. A strategic marketer with executional experience across the full suite of marketing disciplines, I have over 20 years of success in working in key roles at organizations ranging from early-stage start-ups to Fortune 100 blue-chip companies. I have a significant performance history of creating new business models and scaling rapidly growing organizations. I have held leadership roles that led to two \$1.5 billion+ company IPOs to date.

Currently, I serve as Founder and President of Gro. Business Ventures, a company that helps organizations build and scale their business. We have great clients and I love my job.



When I'm not working, you can usually find me on the sidelines of my daughter's soccer field with our trusty dog Madison.

Strengths

- Results-driven business builder
- Core strategic marketer and integrated plan executor
- Brand creator, storyteller and marketing communications pro
- Extensive e-commerce strategy and operations experience
- Analytical, intuitive and data-insight driven
- Pioneer of omni-channel consumer journey and execution
- Next-generation content and product developer/distributor
- Strong business development and collaborative partnership management
- Team builder and process innovator with general management expertise

Founder and President

2018-Present

Los Angeles, New York,

San Francisco, Austin

• We help companies grow businesses.
grobusinessventures.com

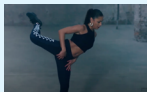
Experience

CARBON38

**Executive Vice President
and Chief Marketing Officer**

2016-2018

Los Angeles



• As a leader of the executive team, worked closely with the Founders/CEO to create and execute core strategy and plans. Instrumental in successfully building Carbon38 into a premier luxury lifestyle brand.

- Drove business, doubling revenue every year while significantly increasing margins.
- Oversaw all marketing channels and teams including PR, SEO, SEM, paid/organic social media e-mail, content marketing, influencers, VIPs and all off-line initiatives including retail, OOH, direct mail, etc.
- Built team, hiring and managing over 60% of the organization.
- Elevated the brand, created a distinct brand voice and managed an entire world-class, in-house creative department.
- Led omni-channel strategy, including conception and execution of multiple pop-up retail shops and rollout of permanent retail stores.
- Led innovative ambassador program with 2,000+ blue-chip influencers, executing high-profile programming and events that accounted for over 13% of company revenue.

Contract Chief Marketing Officer

2012-2016

Los Angeles, San Francisco, New York

• Contract senior executive/CMO to companies focused on accelerated growth and innovation. Clients included both early-stage and large-scale companies at the intersection of technology, media/entertainment, commerce and communications. Specific focus and experience in building lifestyle brands with work in marketing strategy/execution, business development, social media, VIP and influencer marketing, integrated marketing, talent management and overall scaling of business and brands.

**Senior Vice President and
General Manager**

2010-2012

Los Angeles

• Created and operated Demand Media's highest-profile business, helping to scale the company to a \$1.5 billion IPO.

- Managed the creation, launch and growth of the company's premium global lifestyle/beauty as a joint venture with Tyra Banks and BEI Productions.
- Directed an unprecedented 360-degree media and marketing communications program across television, print, digital, and live events.
- Secured multimillion-dollar partnerships with L'Oréal and other blue-chip advertisers.

NBCUniversal

**Senior Vice President Digital Media
and Senior Vice President
Marketing Innovation**

2005-2009

New York



- Served as a founding member of both NBC Universal's Digital Media and Marketing Innovation groups. Helped grow NBCU's digital revenues to \$1 billion over four years.
- Part of the team that led the strategy and execution of major digital growth initiatives, company acquisitions, and new business launches including Hulu and iVillage.com.
- Managed consumer research, translating insights into innovative marketing and new business initiatives.
- Worked multi-functionally and founded and chaired The NBCU Digital Marketing Council, as well as the Innovation Think Tank, a cross-company group of 23 senior executives.



City of New York

Senior Vice President Marketing

2003-2005

New York

- Worked for the Bloomberg Administration as a core member of the senior management team for the first centralized marketing office of any major city.

Created an industry-leading new business model and marketing strategy focused on corporate marketing partnerships, which generated over \$200 million in incremental revenue/resources for the City of New York.

VIACOM

Vice President Marketing

2001-2002

Los Angeles

- Developed and managed Viacom integrated cross-marketing programs.

Crafted strategy, spearheaded idea generation and led multi-functional collaboration to develop customized high-profile marketing platforms for the world's leading advertisers and brands.



General Manager

Vice President of Marketing

1998-2001

New York

- Served on the founding team, which created and launched the iVillage lifestyle brand and network. Helped lead the company from start-up to a \$2.2 billion market valuation.

intuit®

Senior Marketing Manager

1996-1998

Mountain View, CA

- Built and executed the marketing plan and customer acquisition strategy for Quicken and Quicken.com.

Pioneered the industry Women's Finance initiative working with key Silicon Valley leaders and high-profile media partners.