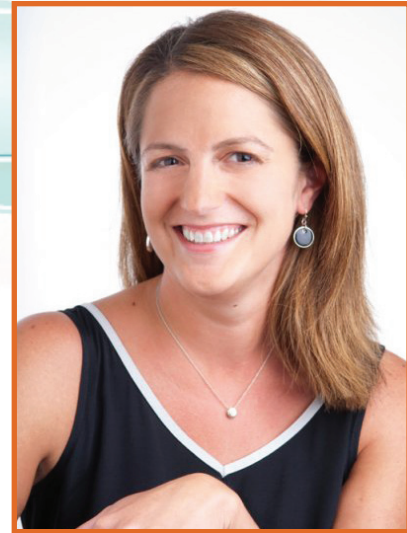


Lisa Belodoff

DIRECTOR OF MARKETING



JOB RESPONSIBILITIES:

Developing integrated marketing, communications and brand development initiatives while spearheading new market targeting and penetration efforts.

EXPERIENCE:

More than eight years of management experience in strategic marketing communications. Has expertise in the development of corporate branding strategies in support of aggressive growth goals.

KEY LIGHTWORKS OPTICS PROJECTS:

- > Developed and implemented the company's first strategic branding and marketing communications program.
- > Developed formal guidelines for new business development and outside sales efforts.

PREVIOUS EMPLOYMENT:

- > Masimo Corporation – Director of Marketing Communications
- > CXtec – Director of Strategic Marketing
- > Syracuse University /Whitman School of Management – Adjunct Professor

CAREER ACCOMPLISHMENTS:

- > Implemented research-based initiatives that re-defined corporate branding strategies to support growth goals and appeal to later-stage technology adopters.
- > Developed numerous multi-faceted integrated marketing and communications programs to support the launch of several new breakthrough products and technologies.
- > Professor to graduate and undergraduate Marketing Communication Strategy classes.

EDUCATION:

Master's Degree in Business Administration
Bachelor's Degree in Communications and Advertising



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