

## Lisa Dennis, President, Knowledge Associates

Lisa brings over twenty-five years of marketing, sales experience to client engagements. With a strong background in B2B strategy and execution, she is a frequent speaker at national conferences on both marketing and sales topics. She has worked with companies across a broad range of industries (core competencies in high technology, insurance, manufacturing, healthcare, and professional services) including Akamai, Citrix, HP, Hitachi, IBM, Informatica, Pegasystems, and Unica, among many others.

She is a regular sales columnist for MassHighTech.com, and the co-author of the book, *360 Degrees of the Customer – Strategies & Tactics for Marketing, Sales and Service*. She has served as the president of the Boston chapter of *Sales and Marketing Executives International (SMEI)*, as well as sitting on its international board. She has a B.A in Writing from Wheaton College, and an MBA in Marketing from Babson College.

### Sample Projects:

- *Redesign sales process, scripting and messaging for sales representatives selling health insurance direct to consumers – including positioning, sales training, and coaching.*
- *Design and development of an extensive Partner Readiness Program for the channel alliance organization for one of the largest Internet infrastructure companies in the U.S – rolled out to 650 sales people and 20 Fortune 500 partners.*
- *Creation of a Value Proposition Handbook for a high tech company with a national sales force and partner network. Created a print and electronic manual that delivered joint value proposition sales prompts for every partner. Partners included IBM, PricewaterhouseCoopers, Microsoft, BroadVision, Ariba, Lante, Cap Gemini Ernst & Young, CISCO, EMC, Sapient, Nortel, and Sun Microsystems.*



## Expertise

Sales Assessments

Sales Enablement  
& Training

Territory & Account  
Planning

Relationship  
Marketing

Marketing Strategy

Value Proposition  
Development and  
Positioning

Partner Marketing

Content Assessments  
& Strategy

Campaign design &  
Execution

Keynote Speaker on  
Marketing & Sales  
Topics

## COMPANIES WE HAVE WORKED WITH:

