

Lisa Maree Meyer

Born and raised in Charles City, Iowa, and trained as a music educator and arts administrator with significant television production experience, Lisa's early professional work led to career in advertising. Most notable was her 15-year tenure at Carmichael Lynch Advertising in Minneapolis where she rose from account executive to chief operating officer during the apex of the creative agency movement of the late 1980s and 90s. In 1993, as a senior partner and group account director, Lisa was named one of the 9 best women in advertising by McCall's magazine in partnership with Ad Week.

In 2000 Lisa left the advertising agency world for the "client side" and joined the privately held Pohlads Companies, first, as Senior VP of Marketing and Administration for the Marquette Financial Companies and, after the sale of the financial companies to Wells Fargo, in a dual role as President of Hi-Wire, a digital post production house, and senior executive for River Road Productions, both owned by Academy Award winning film producer/director Bill Pohlads. During this time, Lisa participated in the production of several television shows and feature films, including the ground-breaking movie "Brokeback Mountain".

In 2007, following the successful spinout of Hi-Wire into two employee-owned companies, Lisa turned her professional interests to philanthropy and joined the executive team of the University of Minnesota Foundation where, as Vice President for Marketing and Communications, she helped the Foundation navigate through the global economic crisis of 2008 and post-crisis, with greater financial accountability and an improved donor experience, helped restore private funding to the University to record levels.

Lisa estimates that throughout her career, she interfaced with dozens of client organizations including USBank, Wells Fargo, Harley Davidson, United Health Group, Medtronic, 3M, Cargill and Target, managed through multiple revolutions in media and digital technology, experienced numerous political and economic cycles, and participated in mergers, acquisitions, sales, spinouts, public offerings and leveraged buyouts. She also helped lead multiple fundraising efforts for the University of Minnesota including several successful capital campaigns and reaching record-breaking scholarship endowment levels.

Lisa's long-held interest in improving organizations was formalized in 2014 when she began pursuing a doctorate degree in Organization Development from the University of St. Thomas in Minnesota. Her dissertation, entitled "The Grand Challenge of Preparing OD Scholar Practitioners for Grand Challenges" was completed in September 2018. Since that time, Lisa has continued to pursue research and writing that advances her vision of Organization Development as a way of helping organizations create value through safe and equitable workplaces, creativity, innovation, and change.

Despite these accomplishments, Lisa says the biggest intellectual and artistic challenge of her adult life has been learning to play jazz piano.