

Influential and transformative leader with over 15 years of organizational, product/program and revenue growth through innovative strategy, trailblazing leadership and relationship facilitation and management. Combines entrepreneurial / intrapreneurial dexterity with substantive operations and team leadership through tech and digital enablement. Expertise in devising, launching and leading programs and products (both digital and physical) in startup, enterprise and academic environments. Co-author of “Boom! Deciphering Innovation: How Disruption Drives Companies to Transform or Die.”

“Lisa Hendrickson is what organizations need today. A passionate, brilliant and actionable business leader who has a 21st century mindset of seeing opportunities and deriving results.” – Ayelet Baron, Former VP of Strategy, Innovation and Transformation, Cisco CA

Work History

FIT:MATCH, Austin, TX

February 2020 – present

Advisor to the CEO

FIT:MATCH: 3D AI ML platform with the promise that shoppers never have to try on clothing again and innovating how brands market and sell apparel by leveraging biometric data. Contactless solution.

- Advising leadership on strategy, brand partnerships, employee relations, organizational design, sustainability.
- Cultivate Strategic Brand Partnerships and Business Development: International business development (U.K./E.U.) targeted omni-channel and DTC brands, trade councils, CFDA and select U.S.-based brands for platform inclusion.
- Build and deliver fashion brand and brand partner presentations, build contracts, NDAs, marketing agreements and onboarding as part of the business development activities.
- Collaborate with creative team on incorporating “ear to the ground” learnings from brands and translating them into storytelling pitch decks that aligned with brands’ requests and requirements. Obtained brand commitments from 90% of the hand selected brands I pitched with over 75% of these launching on the platform.
- Built and launched the Brand Scouts program. Coached and trained the SDRs to become future Account Executives.

Fashion Institute of Technology, NY, NY

2010 – present

Adjunct Professor teaching in the Sustainable Design Program

- Authored, delivered, coached, mentored and trained thousands of professionals through coursework, *The Purpose Driven Organization, The Sustainable Organization, FutureLAB, The Elements of Pricing, Brand-Customer-Pricing and Product* to cross-functional participants including designers, creative, academics and business professionals.
- Focus on sustainable organizations, purpose driven organizations, ethical and socially responsible companies with an emphasis on strategy, organizational design, development, leadership principles, MVP frameworks, prototyping, methodologies, strategic project planning, and business wisdom.
- Online and live teaching. Synchronous and asynchronous teaching. Instructional design, Blackboard (e-learning system), Padlet, Adobe Spark, Canva, Screencast-o-matic, G-Suite, Powerpoint, Loom, Descript, Zoom, WebEx, Evernote, Trello.

Intrapreneur Special Projects @FIT

Morning Salon Program and the Salons @ Earth Week Conference

- The Salons at Earth Week and Morning Salon Program: Morning Salon uses design thinking approach to help sustainably oriented companies solve intractable problems and mine opportunities around sustainable solutions.
- Launched invitation-only curated programs from concept to fundraising and sponsorships to ground-up program production, speaker and participant selection, enrollment and engagement.
- Garnered C-Suite participation from publicly traded and privately held companies including FLOR, Benjamin Moore, Loomstate, J&J, PrintAllOverMe, Zero Waste Daniel, Greyston Bakery, Threads for Thought, B Corp as speakers and sponsors.

The Salons @ Earth Week is an invitation-only conference for sustainable companies sponsored by FLOR, Florim, Effen Vodka, PRINT Restaurant and anchored by FIT.

- Raised over \$250k in commitments thru grants and sponsorships with budget management and reporting responsibilities.

Finance for Design

- Future of Work Project--Finance for Design: From MVP to established program. Led 8 finance professors through content and program development using an innovative approach designed to educate product makers using financial constructs and vocabulary for fundraising and hiring financial talent for their businesses.

President

Established “Thinking Partner” methodology designed to forge relationships with client leadership teams as a trusted advisor and strategic operational resource. Known author, public speaker, writer and thought leader.

- Innovated traditional professional services consulting model with a “thinking partner” model using proprietary frameworks that reduced project times by up to 30% by redeploying client resources.
- Client facing work including business modeling, operational plans for business buildouts, proforma financials, digital transformation, customer journey mapping, user profiles for design thinking approach to problem solving.
- Managed US-based staff and overseas contractors to build web projects.
- Transformed artisan-created luxury wallcovering product into a mid-market digitally printed wallpaper DTC company completely outsourcing the manufacturing and delivery of the product to designers as well as to consumers.
- Client work includes: proptech business model buildout, building US sales operation strategy and staffing for an India-based middleware company, digital transformation for an aftermarket yacht product, strategic assessment and recommendations for museum client.
- Hiring and staffing responsibilities and P&L and budgeting responsibilities.
- Hubspot, Zoho projects, Mailchimp, Toggl, MS Office, G Suite, Evernote.

Key Accomplishments:

- 78% CAGR in four years far surpassing the 10% industry average.
- 8% increase in revenue percentage per employee YoY—from 12% to 20%.

HCC, New York, NY

October 2003 – March 2011

COO

Co-founded pioneering sustainable luxury interior products and furnishings company. Created a purpose-driven organization using Toyota’s LEAN frameworks, adopting values to design the company’s culture, practices, sales and growth strategy. Created the “HCC Way” delivery methodology with the HCC Virtuous Circle-profitability through talent and training. Ran operations and finance departments while securing 10 year low-interest public/private financing in Y2. P&L and budgeting responsibility. Marquee clients include: Yankee Stadium, 7 World Trade Center, The Hearst Building, Beyer, Blinder & Belle, Moby, Evelyn Lauder, Candace Bergen.

Key Accomplishments:

- 4x revenue growth. Doubled revenue year over year for four years running.
- 278% growth rate + 39% CAGR over 5 years.
- Spearheaded digital enablement throughout the organization pairing technology with process to transform traditional manufacturing processes into a sustainable organization.

Additional Career Highlights

Director of Strategy, Scient: 1 of 8 to launch global organizational design practice for digital transformation, Women in Scient chapter lead. Northeast Region Leadership Team Member.

Strategist: Groundswell: Launched Innovation Lab and Methodology Lab. 1 of 3 to open the NYC office growing it to 100 colleagues.

Select Engagements

Ebay and NEST: Retail Revival, “A Near Term Playbook” May 2020

OnDeck Capital: Influencer, special project influencer host for blog, videos and webinars 2017 – 2018

FGI: “Web Experiences in Real Life: How the Web is Changing Customer Expectations.” April 2018

Inc 500 Featured Speaker, “Pricing and Selling In the New Marketplace,” 2015

TEDxEntrepreneurs Salon “Big Ideas Small Magic and the People Who Wear the Glass Slipper,” 2014

Education

Executive Data Management, Johns Hopkins University 2017

Corporate Entrepreneurship, Robert K. Smith School of Business, University of Maryland 2016

IDEO Design Thinking Toolkit, Acumen 2015

CEO Forum Training with Michael Porter, Harvard Business School 2009

Master of Arts (M.A.) in English, University of New Mexico, B.U.S. University of New Mexico

Interests

Sustainability Commissioner for the City of Buda, 2019 - present

Ran the New York Marathon five times while being a pacesetter for “the last ten miles” training run.

Dog Mom to an adorable rescued mini-bull terrier named Sunday.

