

Lisa Maree Meyer

I was born and raised in Charles City, Iowa. My educational background includes training in music education and arts administration and organization development. My professional career has been mainly the creative industries. Most notable is my 15-year tenure at Carmichael Lynch Advertising in Minneapolis that was during the apex of the creative agency movement of the late 1980s and 90s. There, from my start as account executive, I rose to a group account director, a senior partner, and finally chief operating officer. In 1996 I was named one of the 9 best women in advertising by McCall's magazine in partnership with AdWeek.

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

Following the successful spinout of Hi-Wire into two employee-owned companies in 2006, I turned my professional interests to philanthropy and joined the executive team of the University of Minnesota Foundation where, as Vice President for Marketing and Communications, I helped the Foundation navigate the global economic crisis of 2008. Post-crisis, with an emphasis on greater financial accountability and an improved donor experience, I helped restore private funding to the University to record levels.

Change has been a constant throughout my career. I have interfaced with dozens of client organizations including USBank, Wells Fargo, Harley Davidson, United Health Group, Medtronic, 3M, Cargill and Target, and have managed through multiple revolutions in digital technology and media. I have participated in mergers, acquisitions, sales, spinouts, public offerings and leveraged buyouts. I also helped lead multiple fundraising efforts including several successful capital campaigns for the University of Minnesota and reaching record-breaking scholarship endowment levels.

My long-held interest in improving organizations was formalized in 2014 when I began pursuing a doctorate degree in Organization Development from the University of St. Thomas in Minnesota. My dissertation, entitled "The Grand Challenge of Preparing OD Scholar Practitioners for Grand Challenges" was completed in September 2018. Since

that time, I have continued to pursue research and writing that advances my vision of Organization Development as a way of helping organizations create value through safe and equitable workplaces, creativity, innovation, and change.

While proud of all my accomplishments, I consider my most significant intellectual and artistic challenge to be learning to play jazz piano.