

**Lisa Thomas**  
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### **Summary of Qualifications**

Collaborative business leader with 3 decades of experience leading corporate projects, marketing and creative services initiatives, event production and sponsorship management within the equestrian, consumer product, financial and technology industries.

### **Brand Farm, LLC** **Unionville, PA** **2019 – Present**

Founded in partnership with nationally recognized CEO and Brand Director, Bill Thomas, Brand Farm, LLC offers consulting services encompassing Brand Strategy, Business Development, PR, Communications, Advertising, Marketing, Website Design & Project Management. Clients range from start-ups to nationally recognized consumer brands.

Client portfolio can be seen at [www.brandfarmllc.com](http://www.brandfarmllc.com)

### **Mid-Atlantic Equestrian Services, LLC** **Unionville, PA** **2003 – Present**

#### **Owner/Founder**

Equestrian industry focused consulting services offering Website Design, Advertising/Marketing, Branding, Public Relations, Journalism, Content Management, Social Media, Athlete Sponsorship Management, Event Management and Photography. Demonstrates a deep understanding of the broader equestrian industry and the power of relationship building, project execution, fundraising, contract negotiation and strategic business planning. Launched multiple businesses and social media platforms building Facebook and Instagram engagement in excess of 100K followers for Olympic level clients. A passionate entrepreneur with a client list that includes long standing relationships with top international equestrian competitors, industry decision makers and business owners.

Client list and projects can be seen at [www.MidAtlanticEqServices.com](http://www.MidAtlanticEqServices.com)

**Sanchez Computer Associates/ e-PROFILE**  
**Malvern, PA**  
**2000 - 2002**

**Third Party Implementations and Product Development**

Responsible for acquiring services and products so that *e-PROFILE* may continue to offer its clients a broad financial services solution. Negotiated partnership agreements, including service level agreements, pricing and revenue share opportunities for AMEX, Lehman Brothers and Sovereign Bank (Santander). Presented the *e-PROFILE* solution to potential clients and partners and evaluated the vendor for partnerships and sales opportunities for optimal solutions. Managed the project implementation of the VRU System and Desktop Integration Platform for client call centers. Maintained ongoing vendor relations including creation of the client solution, determining product upgrades, scoping project requirements, resolving client/vendor issues, and working with the *e-PROFILE* operations center to monitor and enforce vendor performance.

**SEI Investments**  
**Oaks, PA**  
**1998 – 2000**

**Client Services Account Manager, IS & S (1998 – 2000)**

Responsible for developing and maintaining the daily technical relationship between the Trust 3000 clients and the client relationship teams. Ensured prompt responses to the client's technology requests for production support in an Open Architecture environment. Acted as project liaison for custom requests with Andersen Consulting (Accenture), coordinated conversion projects and new product enhancements and installations.

**MBNA America**  
**Newark, DE**  
**1989 - 1998**

**Insurance Services/Customer Service & Operations Manager (1997 - 1998 )**

Managed licensed customer service agents in a high volume call center. Responsibilities included operations management, human resource functions, recruitment, new-hire education, underwriting, forecasting performance goals, call volume and project management.

**Insurance Services/Property and Casualty Vendor Management (1997)**

Managed off-site sales efforts of licensed property and casualty insurance agents in a direct response environment (Market USA, Chicago, IL.). Responsible for recruitment of insurance agents, designing educational materials, revising sales scripting and facilitating management liaison between Sales, Systems, Marketing, Underwriting, Licensing and Quality Assurance. Acting liaison with Legal, Marketing, Underwriting, Claims, Education and Information Systems. Monitored team calling strategies (OCM), staff development and analyzed team productivity.

### **Loss Prevention/Quality Improvement and Project Management (1996 - 1997)**

Assigned by senior management to supervise loss prevention representatives at all levels of delinquency. Performed human resource functions, facilitated new hires and continuing education classes. Developed team calling strategies, monitored goal achievement and completed various projects as designated.

### **Credit Acquisition/Credit Analyst (1994 - 1996)**

Evaluated credit applications for affinity credit card products. Assisted management with various process improvement projects, presentations and education of new lenders. Traveled and marketed credit card products to affinity members at national functions for Direct Promotion Division

### **Credit Sector/Balance Transfer Assistant Manager (1993 - 1994)**

Completed a variety of quality and people initiatives including hiring, supervision, education, and motivation of a 30-person staff of part-time sales activation representatives. Managed customer satisfaction issues by maintaining quality assurance standards, listening reviews and sales scripting.

### **Loss Prevention/Account Representative (1990 - 1993)**

Successfully progressed through all levels of credit card delinquency management while aggressively pursuing a BS degree in Business Administration.

### **Gold Passage/Corporate Travel Coordinator (1989 - 1990)**

Coordinated business and leisure travel for MBNA employees. Organized and presented special events and promotions in cooperation with Travel One, Cherry Hill, NJ.

## **TECHNICAL PROFICIENCY**

Wordpress & Shopify

Website Templates (Weebly, Wix, GoDaddy, etc.)

Microsoft Word, Excel, Powerpoint

Apple Products - Pages, Numbers, iMovie

Google Workspace

Broad Knowledge of SEO & Social Media Ad Buys

Extensive Knowledge of Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter)

Adobe Creative Suite (Photoshop, AI, Lightroom)

## **EDUCATION**

Goldey Beacom College, Wilmington, DE

BS, Business Management, 1994

Alpha Chi National Honor Society, Dean's List

University of Vermont, Burlington, VT

College of Education, 1985-1987