

LISA TADJE

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BRAND MARKETING AND COMMUNICATIONS LEADER

A bold, forward-thinking strategist who positions companies to grow and win in competitive landscapes. Known for originating narratives and campaigns that define global brands, while uniting cross-functional teams around strategies that drive commercial outcomes. With tested expertise across industries – from high-growth startups to global enterprises at the forefront of AI – my record of transformational leadership reflects a unique ability to connect product and corporate differentiators to real-world needs in ways that increase audience demand and redefine market potential.

PROVEN RECORD OF PERFORMANCE

- Attracted acquisition by global ecommerce leader, Rakuten.
- Built and led global organizations of 20+ marketers.
- Drove \uparrow 2X conversion-rates via cross-channel campaigns.
- Won Fortune500 biz via PR, content, social media strategies.
- Consulted brands to optimize digital success during Covid19.
- Earned Inc.100 and Red Herring NA rankings for fast-paced revenue growth.
- Lifted employee-confidence and executive-trust out of bottom-third internal survey benchmarks.
- Rebuilt investor trust after \downarrow 67% in shareholder returns.
- Established protocols for high-stakes corporate crises.
- Served as brand spokesperson for audiences of 400+.
- Published thought leader in AI, marketing, adtech, and ecommerce.

DIVERSE EXPERTISE AND COMPETENCIES

Marketing + Communications Leadership: Brand Strategy · GTM Strategy · Digital Marketing · Performance Attribution · Public Relations · Internal Comms · Crisis Comms Corporate Reputation · Executive Visibility · Data Storytelling

Industries & Domains: eCommerce · Retail & CPG · Enterprise B2B · SaaS/Cloud · AI & Data Analytics · Adtech/Martech Fintech · Streaming & Media · Influencer Marketing · Pharma/Biologics · Medtech · Women's Health · Mental Health

Strengths Profile: [Ideation](#), [Individualization](#), [Developer](#), [Input](#), [Strategic](#).

CELEBRATED STRENGTHS

"A rare leader with an incredible mind for strategy who also achieves outcomes at a record pace" · "A skilled presenter"
"A creative, thoughtful and powerful brand strategist with a unique perspective" · "Thinks deeply and puts in the work"
"Poised, articulate and charismatic" · "A strategic and creative mind, always focused on the company's needs"
"Delivered executive communications support that will stay with me throughout my career" · "A true natural talent"

A CAREER OF TRANSFORMATIVE IMPACT

DOMO, INC. (NASDAQ: DOMO) | American Fork, UT (Silicon Slopes)

EXECUTIVE COMMUNICATIONS AND CORPORATE BRAND LEAD

Feb. 2023 – Feb. 2025

Transformed the company's brand and executive positioning to rebuild broad stakeholder trust and market momentum following a 67% plunge in total shareholder returns (TSR), disruptive executive publicity and leadership turnover.

- Drove \uparrow 90% in partner-sourced pipeline with brand campaigns that reframed competitive positioning for ecosystem-led growth, leading to a \uparrow 110% stock price boost and progress towards a +20% YOY revenue target.
- Lifted employee-confidence and executive-trust scores out of bottom-third performers in employee benchmark surveys, and shaped more optimistic investor commentary around quarterly earnings reports.
- Co-led AI brand transformation with the Chief Design Officer and Futurist, aligning product messaging with investor strategy to distinguish the brand's legacy AI advantage amidst an emerging competitive field.
- Crafted executive thought leadership platforms that established first-time opportunities to share company vision and priorities with top-tier media, including CNET's AI editor, and shaped message-led trade coverage, like [Diginomica](#).

RAKUTEN AMERICAS | Salt Lake City, Utah

SR. DIRECTOR OF CORPORATE COMMUNICATIONS, HEAD OF B2B

May 2020 – Sept. 2022

Led communications strategy across six B2B brands to promote the company as an essential ecommerce partner.

- Established Rakuten Reward's status as a leading retail platform, alongside household brands like Paypal and Honey, driving first-time feature opportunities and relationships with [CNBC](#), Bloomberg, NYT, Washington Post and APM Marketplace—prior to the company's SuperBowl, Olympic and World Cup ad debuts.
- Launched first-ever collective campaigns to promote a cohesive B2B brand, leveraging data trends and market education to establish relevance and leadership during a critical post-Covid19 retail recovery period: featured by Adweek, MediaPost, DigitalCommerce360, Total Retail, ChainStoreAge.
- Created brand positioning and go-to-market strategy for the company's influencer marketing firm, driving coverage and relationships with target media like Business Insider, Digiday, Glossy, WWD, and The Business of Fashion.

RAKUTEN ADVERTISING | Salt Lake City, Utah

GLOBAL CORPORATE BRAND MARKETING AND COMMUNICATIONS LEAD

May 2019-May 2020

Built and led a global organization of 20+ international marketers responsible for corporate reputation, PR, executive communications, internal communications, crisis communications, customer communications, thought leadership, consumer insights and market education across North America, LATAM, EMEA and APAC.

- Created global corporate positioning, with a messaging framework and comprehensive narrative library, including speaker abstracts, market insights, customer successes, competitive positioning, business performance.
- Preserved global ecommerce performance during Covid19 with a real-time data and education program that helped brands optimize spend during market volatility, earning company-wide adoption and a promotion.
- Led crisis communications strategy through privacy rollouts, business acquisitions and reputational risk events, delivering internal and external narratives, spokesperson trainings and formal crisis preparedness protocols.
- Served as company spokesperson at international owned and industry events, speaking to audiences of 400+.

SR. DIRECTOR, CORPORATE BRAND MARKETING AND COMMUNICATIONS

Sept. 2014-May 2019

Oversaw corporate marketing and communications for a growing global company during a rapid industry evolution, while executing PR, content and social media strategies for North America markets.

- Shaped the brand's reputation for championing consumer experiences in a pre-privacy regulation era, and distinguished the company's leadership through privacy regulation rollouts, including GDPR and CCPA.
- Originated brand narratives and creative campaigns that channeled market conditions, complex product roadmaps and AI leadership into ↑30% YOY media coverage, ↑82% high-intent site traffic, and ↑2x site conversion rates.
- Built data-led content and thought-leadership systems that were awarded as top customer-satisfaction drivers; attributed to winning Fortune 500 and Internet Retailer 500 customers – like UPS and PacSun – and earning media and analyst coverage with Forbes, Insider Intelligence, AdExchanger, Retail Dive and Retail Systems Research.
- Published education and thought leadership about aligning marketing performance with business growth in AdExchanger, Adweek, MarTech, Econsultancy, AdNews, mThink, ClickZ, Website Magazine, Adotas.

ADDITIONAL ROLES AND INDUSTRIES

STARTUP MARKETING LEADERSHIP (MediaForge, Acquired by Rakuten, Salt Lake City, Utah): Founding marketing hire for a series-A startup, originating brand and go-to-market strategies to attract future fund raising, IPO readiness and ultimate acquisition by global e-commerce giant, Rakuten. Distinguished market-disrupting technology and built credibility with Fortune 500/IR 500 brands and industry groups/analysts (Sephora, Macy's, Stride Rite, Jansport, IAB, Internet Retailer, eMarketer, ad:tech, WBRsearch), driving fast-paced revenue growth recognized by Inc.100, Red Herring Top 100, MWCN Utah 100 and Utah Business Fast 50.

HEALTHCARE PR, B2C (Fleishman Hillard International Communications, New York, NY): Created communications strategies and new business proposals that drove wins for pharmaceutical & biotech brands, medical technologies, medical industry groups and government health initiatives. Delivered strategic communications through FDA approval processes and public education during national health crises. Recruited and managed celebrity spokespersons to help bring under-recognized disease categories to the public stage. Six-time recipient of team media-relations award.

EDUCATION: University of Utah, Bachelor of Science: *Communications, Public Relations, Minor: Mathematics*