

cinterim

MARKETING AS A SERVICE

Keynote Topics:

- Fear of Marketing: Why the Companies that Connect People Are Disconnected
- Customer-Driven Growth
- Web 2.0: Beyond the Hype

Speaking Experience:

- Office 2.0, 2007: Collaboration and Mindmapping
- NorCal BMA 2007: Fear of Marketing
- Web 2.0 Conference, 2005
- MIT Sloan CMO Summit, 2005
- eTail 2005
- Sales & Marketing West 2005
- American Direct Marketing Association
- Direct Marketing Association Annual Conference
- Customer Contact World
- OracleWorld Applications Keynote
- ITSMA
- Stanford University

Published Papers:

- Implementing CRM Strategies, American Marketing Association

Board Experience:

- Akamai Board of Directors
- Mindjet Board of Directors
- Board Member: Aquatech Environmental Labs

Contact

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Lisa Arthur Cinterim Chief Executive Officer

Lisa Arthur is a twenty-four year marketing veteran, a senior executive, with hands on, in the trenches experience. At Oracle, Lisa helped build CRM as a business category; at Akamai she engineered re-branding and repositioning, helping to build a strategy the company still executes today, including the move to applications delivery; at Mindjet she turned around marketing and helped drive the company's repositioning and new product strategy.

Lisa's in-depth knowledge of the hi-tech industry and customer-centric focus led her to co-founded Cinterim, a new alternative for companies striving to be market driven. Cinterim presents Chief Marketing Officer services to companies when they most need it, bringing strategic marketing assets to the table without long term financial and organizational commitments.

As Chief Marketing Officer at Mindjet, in less than 14 months, Lisa revitalized and launched a new version of its flagship product, MindManager 7, and expanded year-over-year revenue growth from 13% to 50%. She consolidated and restructured global marketing and helped reposition the company for its next phase of product release. Lisa achieved over 4000 blog hits and 232 global media placements for the release of MindManager 7; she brought 300,000 new unique visitors to Mindjet.com, a 30% increase. In addition, Lisa led the initiative to redesign and re-brand the website, which will launch with the release its new product line in 2008.

As Akamai Technologies' Chief Marketing Officer, Lisa drove revenue growth in excess of thirty percent for two years running. Strategy defined her tenure; reinvigorating the brand, leading the company's first adjacent market play, and completing a major acquisition characterized her success. With all marketing operations under her leadership—product management and marketing, partner marketing, marketing and corporate communications, programs and sales training—Akamai grew from \$160 million to over \$300 million in yearly revenue. Market valuation more than tripled in the 18 months that followed her departure.

As an Oracle Corporation Vice President of Marketing, Lisa developed and orchestrated product-marketing strategies and launched Oracle's entry into and leadership of the CRM market, paving the way for the later acquisition of Siebel Systems, a leading CRM application provider. She also delivered global marketing for the company's fastest growing business—Oracle On Demand—and built a global marketing team to support over \$6 billion in revenue. Initiatives included marketing strategies, positioning, awareness and demand creation for Oracle On Demand, as well as Support, Consulting, and Education Services. Additionally, Lisa launched the company's first online applications business, four product introductions and a global thought leadership campaign heard by over a half-million people.

Lisa is a seasoned keynote speaker, a former advisory board member of the CMO Council and a lively spokesperson. Web 2.0, Office 2.0, American Marketing Association Strategy Conference, Norcal Business Marketing Association, Gartner Asia, Frost and Sullivan, Stanford University and MIT are just a sample of the prestigious events and institutions at which she has spoken. Lisa has authored articles and has been regularly quoted by business and technology publications: *BtoB*, *CIO*, *CMO*, *Asia's Wall Street Journal Today*, *Sales and Marketing Management*, *ASCII* (a leading Japanese business technology magazine), *e-Commerce Times*, *CRM Magazine*, *eWeek*, *InfoWorld*, *Internet Week* and *Forbes*.

Lisa holds a Bachelor of Arts degree from Ohio State University.