

LISA BLACK
+1 (302) 388-1036
lisaggblack@icloud.com
[Garnet Girl, LLC](#)

GARNET GIRL LLC

President – Founder, Producer (Guild Member)

June 2008 ~ Present

- Content development, producing; script to screen
- Award winning international producer expertly skilled at cultivating teams globally, across multiple disciplines
- Extensive C-Suite network, bridging strategic alliances resulting profitable co- ventures
- Raised over 12M in equity financing, by creating a new financial model with risk mitigation through grants and tax schemes
- Successfully vetted film packages for international media companies and financiers, utilizing analytics, trend forecasting
- Co-Founder of the US/Norway Film Development Initiative 2011, a creative scheme to promote economic development
- Hands on leadership cultivating teams through innovative project management
- Panelist/Speaker/Juror at major film festival and markets
- Credits: The Bird Catcher, Miles, Almost Paris, Hevn (Revenge), First Snow
- Artist Management - Film, TV, Visual and Music, roster of award winning directors writers and actors.
- Current creative slate of development includes diverse voices, television and film
- Adaptive, innovative entrepreneur with over 30 years of fortune 500 marketing and sales expertise
- Post production and sales negotiation and pull through
- Social media savvy, analytics and branding, cultivation social influencers

BRISTOL MYERS SQUIBB COMPANY

Brand Manager, Immunology Biologics Division

Sr. Territory Business Manager Cardiovascular / Diabetes / Infectious Disease

October 2002 – June 2008

- Strategic development brand plan and sales tactics adoptive company wide biologics division
- Brand lead for sales force communication product training, pod casts and sales training visual aids POS
- US & Global brand lead on competitive intelligence strategy, key congress, trade shows
- Created a revised dosing tool which increased by 30%
- Media point, increased brand exposure in 87 teaching hospitals, by creating regionally specific materials
- Brand point on budget and allocation, 50MM including agency and vendor management across several platforms
- Implemented new budget process, tracking planned spend resulting in 2% of forecast
- Brand Vision Award, recipient 2007
- Managed Sales Force Communication Team, 18 person
- Brand lead on Infusion Nurse Strategy, plan and tactics
- Pinnacle Award 2006, 2007, top 1% of sales force
- Grew sales in failing territory from (-53%) to 148% Cardiovascular portfolio

- Exceeded product market share and sales goals for territory every quarter from 2002-2007
- Extensive experience Specialty Sales Biologics and Hospital Sales, including Launch initiatives
- District Vision Award 2004, 2005, 2006
- District Trainer, 2003, 2004, 2005
- Launch Contest Winner, 2006, Breadth & Depth
- Key Account Winner, 2006-RA, Biologics
- Extensive account development, including HCM Formulary, Specialty Pharmacy, ASOC, B&B models

~

MILLER BREWING COMPANY, Milwaukee, WI

Marketing Manager, North Atlantic region

December 1997- January 2001

- Outstanding Manager Award, 1998, 1999, 2000
- Developed strategic brand and tactical plans for premium and import brands 13 state division
- Developed category and promotional branding yielding 58% increase on core brands
- Launched regional Latin market segmentation which increased share by 62%
- Brand lead on all music, sports and entertainment clients including P&L for 100 MM North East Region
- Marketing Team Manager 25 person team on National and Regional marketing Overlays
- NASCAR, NFL MLB, NHL MTV Singled Out, Molson Ice Polar Beach

E D U C A T I O N

M.B.A. Marketing & Strategic Leadership, 2006

Goldey-Beacom College, Wilmington, DE

B.A. English Literature, 1992

Boston University, Boston, MA