

SUMMARY

Cultivation LLC is a contract marketing company that provides clients with smart planning, strategy and branding services to promote and support business growth.

ABOUT

Cultivation was founded by **Lisa Neary**, a high-energy marketing leader with years of success in digital marketing, brand building, marketing strategy and execution. Prior to launching Cultivation, she worked on both the agency- and client-side for a wide range of companies including Fallon Worldwide, Target, Martin/Williams Advertising, HB Fuller, Medtronic, Hazelden Foundation and US Bank. She has first-hand experience in healthcare services, retail, manufacturing, medical technology, financial services and software.



Lisa is known for developing creative and highly effective marketing programs (both traditional and digital), brand differentiation for growth, and breakthrough marketing strategy that gets results. She holds a BA in Economics from Smith College and an MBA in New Venture Management from the University of St. Thomas.

Cultivation was certified in 2013 as a Women's Business Enterprise by the Women's Business Enterprise National Council.

CULTIVATION CAN HELP YOU...

- **Get smarter with primary research:** survey design, online surveys, focus group facilitation, voice of customer research, employee surveys, as well as analysis, implications and recommendations.
- **Get serious about digital marketing.** Is your business being strategic about the Web? How are you reaching your customers online?
- **Enhance (or build) your brand:** Planning, brand essence, value proposition, key messages, tagline development, concept development and brand look-and-feel.
- **Make the sales process easier:** Customized, user-friendly sales presentations; creation of case studies and customer stories; refreshed online promotional content and website updates; promotional/educational videos; ROI calculators. Editing, writing and design of updated sales materials and online content.

verbatim

“Lisa’s analysis of our start-up venture’s potential market was spot-on and the insights she derived from well-organized consumer focus groups will help drive our business decisions for years to come. Lisa is a savvy player---extremely smart, driven and strategic. I strongly recommend Lisa for research and strategy market analysis. She has made us a smarter company.”



SERVICES

- Primary research, customer insight
- Planning, strategy development
- Brand core essence (value proposition, etc.)
- Brand development or refresh, visual identity
- Copywriting, communications, messaging, taglines
- Digital and print collateral writing and design
- Collateral updates/refresh (design and writing)
- Website design and content
- Direct marketing (B2B and B2C)
- Video (storyboarding and development)
- Sales support
- Stakeholder interviews
- Business plan writing

BRAND EXPERIENCE

Medical/Med Device/Healthcare

Covidien
 Medtronic
 Spinal Modulation Inc.
 Advanced Circulatory Systems
 Baxter Healthcare
 Dental Services Group
 Hazelden

Banking

US Bank
 RBC
Health Insurance
 UnitedHealthcare
 BlueCross and Blue Shield MN
 MNSure

Other

Target
 United States Golf Association
 HB Fuller
 Lee Jeans
 Amoco Oil
 Central Business Jets
 Play From Scratch (YOXO) Toys

PROFESSIONAL HISTORY

Cultivation LLC , Founder	2012 to present
JWT , Director of Marketing and Communications	2010-2012
US Bank , Consultant	2010
Hazelden , VP of Marketing and Communications	2008-2010
Medtronic , Senior Marketing Manager	2003-2007
HB Fuller , Marketing Manager	2000-2003
Target Corporation , Manager of New Business Development	1992-2000
Martin/Williams Advertising , Media Planner	1991-1992
Fallon Worldwide , Media Planner	1988-1991

To read case studies, go to www.cultivationco.com and click on "Work Portfolio"

