

Lisa Martin

President and CEO of LeapFrog Solutions, Inc.

Lisa founded LeapFrog Solutions, Inc. in 1996 – a strategic marketing communications firm that has become one of the most highly-respected agencies in the Washington Metropolitan Region. Her approach: assist clients by integrating traditional marketing methods with emerging technologies in order to make their message matter. Her ongoing success stems from more than 20 years of professional marketing and project management experience in both the private and public sectors. LeapFrog Solutions' growing client base includes technology, healthcare, finance, professional services and local, state and federal government.

Lisa is the driving force behind a seasoned staff that produces award-winning promotional, recruitment and educational outreach campaigns in both print and interactive media. LeapFrog Solutions continues to receive industry recognition for strategy and creative efforts under her strong leadership skills and was named one of the Top US Agency Brands by *Adverting Age* and continues to be recognized as one of the top 10 Graphic Design Firms by the *Washington Business Journal*.

Dedicated to giving back to the community, Lisa has served on the board of directors for Leadership Fairfax and Volunteer Fairfax where she was a past president. She is also an ICAN advisor to the Women's Center and a mentor for the Emerging Leaders Institute. Her team is also committed to the community, and LFS has been listed as one of the top 10 small business philanthropists by the *Washington Business Journal* for the past 7 years. Recognizing the need to be involved, Lisa represents LeapFrog Solutions on the board of directors of the Fairfax County Chamber of Commerce (FCCC), and the Northern Virginia Technology Council (NVTC) where she also serves on the executive committee. She is also active in the Association for Corporate Growth and Vistage.

Lisa earned a Bachelor of Science degree in marketing from the University of Arizona and an MBA from George Washington University and is also a graduate of the MindShare program and Leadership Fairfax. She resides in Northern Virginia with her husband, Jean-Paul, and their two daughters, Charlotte and Dominique.