

## Lisa Petrilli

Sr. Director of Strategic Marketing  
and Head of the Medline Institute and  
Institute On-Demand

Lisa led and held full P&L responsibility for a \$750 million branded pharmaceutical and medication delivery business within Baxter Healthcare, while also leading global negotiations and contracting with the world's leading pharmaceutical companies in key markets.

She went on to hold such roles as Chief Relationship Officer for CEO Connection where she had 250 midmarket CEO clients, Chief Marketing & Operations Officer for Vanda Inc. whose B2C products she took to the Academy Awards and Emmy Awards red carpet events, and Executive Leadership Coach for the Magnetic Leadership Program. Now back in the healthcare industry, she is Sr. Director of Strategic Marketing for Medline and Head of the Medline Institute and Institute On-Demand.

### Education

- MBA - Marketing, International Business, and Organizational Behavior – Kellogg School of Management at Northwestern University
- BS (with Distinction) - Kelley School of Business at Indiana University

### Publishing

- Author, The Introvert's Guide to Success in Business and Leadership
- Co-Author, The Character Based Leader
- Visionary Leadership Blog
- Featured in the New York Times, Wall Street Journal, Financial Times, Globe and Mail, Entrepreneur, Huffington Post and Inc. Magazine, among others



### Speaking

- The Federal Reserve
- The United Nations
- The Naval Academy
- American Marketing Association
- Kellogg School of Management
- Indiana University Foundation, et al.

### Awards and honors

- Harvard Business Review Blogger
- #11 on Forbes' list of Top Chief Marketing Officers based on social influence
- Huffington Post's list of Top 100 People to Follow on Twitter
- Top 100 Leadership Blog
- Featured in the 10th Anniversary Edition of "The Power of Focus" by Jack Canfield

Lisa spoke at a United Nations Environmental Conference at the age of 26, and was invited back to the UN three additional times representing women's empowerment initiatives as a 'world transformer.' While awaiting a kidney transplant, Lisa was featured in the State of Illinois Life Goes On TV Campaign and served as a Gift of Hope educational speaker and ambassador.