

Lisa Sulgit



[i.simplifi](mailto:lisa@isimplifi.com)

lisa@isimplifi.com
212-496-7292
Wheat Ridge, CO

Problem solver. Visionary. Doer.

Listener. Strategist. Thought leader.

Speaker. Communicator. Planner.

Writer. Visualizer. Learner. Teacher.

Leader. Editor. Coach. Mentor.

Collaborator. Improviser. Creator.

Team player. Experimenter. Player.

- **Founder, Editor-in-Chief, and Publisher of the *Journal of Intranet Strategy and Management*** taking readers into the trenches to see how innovators make it happen and quantify results.
- **Co-created the NY New Media Association Free Agent SIG** lining up speakers and moderating panels with industry greats.
- **Original member and speaker** in the xNet Consortium, sponsored by *CIO Magazine*, for intranet strategy and policy makers at major corporations.
- **Mentor high-potential leaders through Women Unlimited.**

Key achievements:

- **Built Time Traveler, Time Inc.'s President's Award-winning intranet** including: the *Fortune* Global Forum, *FortuneFinder*, *MoneyMessenger*, HR self-service, and "inbox" to securely share files between writers, printing plants and international offices.
- **Formed and lead Time Traveler Content Partners** as an ongoing forum to **share intranet technology solutions** between titles and business groups.
- **Co-chaired the Internet Task Force**, comprised of all **Time Warner** entities (Time Inc., TW Cable, HBO, Time-Life Books, etc.) **bringing high-speed internet access** to the entire organization.
- **Translated requirements into reality, as The New York Times liaison to NewsStand**, their electronic distributor in Austin, TX, **Embedded** with the *Times* marketing team to **increase subscribers**.
- **Convinced Blue Cross Blue Shield to put \$1M toward their B2E portal** with a rapid-scoping exercise.
- **Transformed Pitney Bowes' intranet portal** to navigate by scenario, provide sophisticated personalization, and self-service for employees and managers, **improving user experiences**.
- **Developed Con Edison's intranet portal strategy** setting the stage for self-service, and **integrating complex legacy systems**.
- **Managed expectations** for an online auction **start-up** with little business or technical expertise. **Collaborating** with the client and my **remote tech team**, we **delivered** new tools in a phased launch.
- **Slashed costs \$750k annually** by **converting** nine national consumer magazines to **desktop publishing**, including *Penthouse*, *Omni* and *Longevity*.
- **Project managed** WNYC's Culture Portal, **prioritizing goals with management** to meet a **tight deadline**, leveraging their new content management tools.
- Joined DDB Worldwide to **build an intranet** during the tragic loss of their CEO.

Timeline:

Senior Consultant	isimplifi.com consultancy	2000 - present
Organizer	isimplifi.com organizing services	2010 - present
Figure Model Manager	Metro State University & Colorado Community College, Denver	September 2017 - present
Figure Model	Highlands Wine & Liquors, Denver	August 2016 - present
Account Manager	School of Visual Arts & Columbia's Teachers College, NYC	March 2008 - May 2016
Senior Consultant	<i>NY Times</i> Liaison for Newsstand, Austin TX	2000 - 2006
Manager	Global B2B/B2E Practice, Xceed Inc.	1999 - 2000
	Intranet Technology, Time Inc.	1994 - 1999

Education: Bachelor of Arts with Honors in Journalism from the University of Illinois