



Lisa Clarke

Senior Managing Director, Executive Services

Lisa Clarke has 25 years of experience serving in operating roles for organizations in the manufacturing, technology, and professional services industries, and has held executive roles across a wide range of operating disciplines in startup and mid-market companies. She has a track record of success building business infrastructure and leading large-scale growth and transformation initiatives. Her background has afforded her deep exposure to internal teams, Boards of Directors, and investor stakeholders.

Lisa started her career as General Manager of the Custom Power Products division of Interpoint Corporation, a microelectronics and medical device manufacturer. After the company sold and spun off a division as a separate, public company, Lisa spent nearly 10 years in the big data storage industry at Advanced Digital Information Corporation (NASDAQ: ADIC). She held progressively responsible executive leadership positions in Channel Sales, Global Services, EMEA General Management (based in Paris) and as Co-EVP of Products, Sales and Professional Services. During her tenure, the company conducted a secondary offering and completed many acquisitions, growing from less than \$20M to over \$460M in revenues. After a very successful exit, Lisa joined Rally Marketing Group, a VC-backed experiential marketing services platform company, where she was Chief Operating Officer, then Chief Executive Officer and Board Chair. Her next adventure was to facilitate the spin out of Amplerio, where she became Chief Business Officer of this Artificial Intelligence marketing software startup.

Lisa attended the University of Washington and completed her education at Kent State University, where she earned her Bachelor's and Master's degrees in business administration with Summa Cum Laude distinction.

Ms. Clarke is also an active member of the Seattle area community. She served in various leadership roles on the Board of Directors of the United Way of Snohomish County from 2003 through 2010 and as Board President at FareStart from 2008-2017. She enjoys teaching the occasional business course, serving on curriculum advisory boards and has been a guest speaker on cross-cultural business topics at the University of Washington's Foster School of Business.

As Seattle Office Managing Partner at NextLevel, Lisa works directly with clients to structure, price and oversee the performance of engagements for the firm's roughly 75 executives in the Seattle area.

Key Leadership Accomplishments

- Transformed a services organization from a struggling \$35M business to a highly effective and profitable \$85M business unit in a 3-year period
- Led Oracle CRM implementation for geographically distributed, global technology company
- Raised \$23.5M in venture capital over 2.5 years
- Pivoted a failing services platform company from \$5M in monthly losses to sustained EBITDA positive results

Summary

- COO/CEO, Board of Directors
- Raising capital
- EBITDA improvements
- Strategic growth through M&A
- Organizational development & Business transformation
- Manufacturing
- Technology
- Professional Services