

LISA FRANCOUER-MESA

Lisa Francouer-Mesa has 15 years of record-breaking success in the realm of sales, business development and marketing; spanning industries such as entertainment, publishing and technology, where she spent the past 10 years of her career generating millions of dollars in new business revenue. Lisa solves business challenges that improve efficiencies while driving down costs and has led to global partnerships with Fortune 500s such as Jarden Corp., Campbell's Soup and Novartis. Her expertise resides within SEO (search engine optimization), mobile engagement, and driving adoption, utilization and implementation of SaaS based platforms like LinkedIn's talent solutions, which enables Fortune 1000s to easily source/recruit best-in-class talent. She is a diversity and inclusion champion currently presiding as the Comms Chair for LinkedIn's Black Inclusion Group "BIG", as well as a personal branding guru and has led work-shops for: Microsoft, AARP and at the National Women's' Diversity and Leadership Conference. She is the founder of the empowerment life-style brand Fancyfied devoted to uplift, empower, inspire and unite. To actualize her mission, she helps people harness the power of positivity to create, new and favorable possibilities thru motivational speaking, FancyfiedFridays positivity lunches, and events. She has developed/lead empowerment workshops and has partnered with luxury brands aligned to her mission, such as LVMH's (Louis Vuitton Moet Hennessy) Guerlain and Dior Beauty. Her philosophy is "Get Comfortable Being Uncomfortable" which is the title of her 2017 TEDX Talk.

