

LISA TAUBER

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EDUCATION

NEW YORK UNIVERSITY Leonard N. Stern School of Business New York, NY
Master of Business Administration, May 2017

Specializations in Product Management, Finance, and Strategy

- Dean's List 2016; merit-based scholarship; selected for women's leadership initiative
- President, Entrepreneurs Exchange (EEX), 30 board members and 2,000 club members

UNIVERSITY OF PENNSYLVANIA Philadelphia, PA

Bachelor of Arts, Comparative Literature & Literary Theory, May 2007

- *Magna cum laude*; Dean's List 2004-2007
- Features editor, *34th Street Magazine*; Tutor, West Philadelphia Tutoring Project

EXPERIENCE

Present

Marron Institute Urbanization Project New York, NY
Consultant

- One of five selected to develop a digital survey tool for identifying and evaluating public open spaces in developing cities; will test and measure tool's success in the Philippines

Fall 2016

JetBlue Queens, NY
Consultant

- Developed and prototyped customer experience solutions through customer segmentation, evaluation of technologies, and creation of communications strategy

Fall 2016

Trailmix Ventures New York, NY
Analyst

- Worked alongside TMV's founders to prepare for launch of seed-stage venture capital firm
- Conducted market sizing and full-scale evaluation of potential investments
- Created multi-channel content strategy plan for brand building and customer engagement

Summer 2016

Interbrand New York, NY
Senior Consultant (MBA Intern)

- Identified and applied quantitative and qualitative insights to help Fortune 500 executives operationalize their brands through data analysis, market reports, and immersion sessions
- Delivered comprehensive retention and growth plan to broadcast media company by analyzing survey data to measure brand health and evaluate performance across metrics
- Developed POV and shaped new go-to market strategies for a tech giant by delivering comprehensive industry audits, researching consumer trends, and interviewing stakeholders

May 2016

Civilla Detroit, MI
MBA Resident

- Collaborated with Civilla Fellows on designing and prototyping experiences for the National Park Service in a one-week residency for a social innovation consultancy

2015

Penguin Random House New York, NY
Editor

- Managed the crafting subdivision of Random House's premiere lifestyle imprint by developing an acquisitions strategy through sales data analysis
- Led cross-functional creative team and managed full project process from P&L generation through developing and presenting marketing strategy to sales representatives
- Acquired a diverse range of books by scouting new talent, building and maintaining relationships with more than 100 authors, artists, agents, and global licensing brands, and negotiating deals to bring in new business

2009-2015

Chronicle Books San Francisco, CA
Associate Editor (previously held roles: Assistant Editor, Editorial Assistant)

- Managed product development of 40+ books and gift products simultaneously
- Implemented merchandising strategy by developing innovative products, such as Eiffel Tower-shaped desk organizer to expand Chronicle's reach into new market channels

2007-2008

Google Mountain View, CA
Account Manager (previously held role: Account Coordinator)

- Created and implemented advertising strategy for 15 clients in the travel industry; provided regular analysis to ensure clients were satisfied with ROI, upsold relevant Google products
- Earned bonus for reaching 95% of lapsed advertisers and pitching optimized strategy plans

ADDITIONAL

- **Languages:** proficient in French and Hebrew
- **Interests:** weaving, the Park Slope Food Coop, karaoke