

The LISA App, LLC

## An open marketplace for the Artist community

### Management Team

#### **Robert Weil Richmond**, Founder & CEO, Chief Sales Officer

Robert not only understands the numbers side of business, he also understands the need for showmanship. After graduating from the University of Kansas with a bachelor degree in theater and film, Robert attended the prestigious Circle in the Square Theatre School, studying under the esteemed Terese Hayden and Jacqueline Brookes. Not satisfied with merely acting in his productions, he founded Mefisto Theatre Company where he produced, directed, and acted in more than 20 productions; his final smash hit "Eat The Runt," showed in New York's Time Square.

After his theatre career, Robert joined Chicago Apartment Finders in 2007. Within his first two years, he broke the top three major sales records for the company and was promoted to director of sales. During his tenure, Robert grew the sales staff from 30 leasing agents to more than 120 brokers, resulting in a significant increase in revenue. Robert was made partner at Chicago Apartment Finders in 2011 and helped the company grow to five Chicago locations. Inc. Magazine named CAF as a leading growth company for six consecutive years.

Robert has also helped his wife, Lisa; manage a private beauty practice for 17 years, growing her client base to more than 100 people while raising three boys.

#### **Robert Chow**, Chief Operating Officer

Bob is a tech-industry veteran with more than 23 years of executive success in technology markets, most notably serving as president and COO of Absolute Software Corporation, an Internet security service company, for five years. Under Bob's leadership, Absolute achieved record-breaking revenue, profit and share growth. In 2005 and 2006, Absolute (ABT.TO) was the fastest growing company on the Toronto Stock Exchange.

In addition to his work at Absolute, Bob's past career experiences include successfully serving in senior sales, marketing and management roles for Fortune 500 companies including Dell, AT&T, NCR, and Unisys. When he's not rubbing elbows with the tech world's elite, Bob is forcing hands of the world's top poker players. To date, he has achieved top world rankings (currently #386 on Bluff magazine Power Ranking) and won numerous major titles including The WSOPC main event and The Heartland Poker tour, two of the largest tournaments in the Chicago-land area. Bob earned a bachelor degree in finance and communications with honors from Northern Illinois University.

### **Matthew Richmond**, Chief Financial Officer

Matt has more than 20 years of business experience in diverse organizational settings including Prudential Mortgage Capital, Shell Vacations, and Mefisto Theatre Company. In the course of his career, he has analyzed complex financial and legal transactions, assessed organizations and properties for mergers and acquisitions, and implemented organizational development plans. Matt has also led a restructuring project for a large hospitality company with multiple locations in the U.S. and Canada.

Matt founded several business ventures in the entertainment and real estate industries. He was also co-producer and general manager of theatrical productions in New York and Chicago. In that capacity, Matt oversaw the company's organizational and business development functions, its contract and union negotiations, and its strategic financial operations. Matt is also a real estate broker and investor, acting as an owner's representative on multimillion-dollar real-estate transactions, involving detailed financial and tax analysis, negotiations with established corporate and governmental institutions, and partnership analysis and management.

Matt holds a bachelor of science degree in finance from the University of Illinois, a bachelor of arts in film from Columbia College Chicago, and a master of business administration degree (MBA) in international management from the American Graduate School of International Management (Thunderbird).

When Matt is not working, he is looking for innovations, exploring new ideas and participating in philanthropy and leadership initiatives.

### **Kellee Johnson**, Chief Marketing Officer

Kellee's 25 years' experience in consumer products, technology and healthcare PR and corporate marketing started with managing corporate communications for Tropicana, a multi-billion dollar division of PepsiCo. There she built the internal communications platform for Europe, Asia and Latin America and helped launch the brand in Western Europe. As director of corporate marketing for Abbott Laboratories, she managed 25 global

teams to position and relaunch the brand in one year by integrating the corporate marketing strategy with external messaging and internal ambassadors.

Kellee's marketing strategies have helped companies like Kaiser Permanente, Stericycle, Safeway, TARGET, Cisco and Ultimate Software. She moderates expert panels and industry roundtable discussions and positions companies as thought leaders in publications such as *US News & World Report*, *the Associated Press*, *Wall Street Journal*, *CNN HeadlineNews*, *The Boston Globe*, *Houston Chronicle*, *Denver Business Journal*, *Chicago Tribune*, and *Crain's Chicago*. Kellee has refined domestic brands of global companies and provided lead generation and growth for Fortune 500 and entrepreneurial start-ups, including the domestic brand for a publicly traded healthcare services company where shares grew from \$48 to \$148/share in six years.

Kellee is an adjunct professor in DePaul University's College of Communication and holds a M.A. in mass communications with an emphasis on medicine and law from the University of South Florida, and a B.A. in English from Rollins College. She is president of the Rollins College Alumni Board; a member of the PR Committee for WorldChicago, a citizen diplomacy program; and a competitive sailor who has raced the Chicago-to-Mackinac Island race twice.

### **Brigg Bloomquist**, Chief Creative Officer

Brigg has more than 18 years of advertising and marketing experience at some of the world's largest firms, and a handful of years directing commercials and content for Nike, Lego, Reebok, Intel and Apple, Brigg brings a unique creative and strategic perspective to the LISA team. Currently Brigg directs commercials and content for GO Film in the U.S. and Trinity in Europe.

He has worked on brands that span categories including beverages, music, personal care, manufacturing, financial services, logistics, and technology (e.g. Gatorade, Budweiser, Beats, Suave, BMO, Schwab, UPS, SCJ, Cisco, Apple). A campaign he helped develop for Unilever's Dove Men's Care won Ogilvy & Mather's London office the global account.

Brigg resides in San Francisco and lives out of his suitcase. He enjoys film, podcasts, world travel and writing bios about himself in third person.

### **Lisa Nation**, Founding Artist

Lisa Nation has dedicated nearly 30 years to the beauty industry. At 13-years old, she signed with a San Diego modeling agency and traveled worldwide. Soon Lisa fell in love with the other side of the camera and the art and style of hair and makeup.

At 19-years old, Lisa earned a cosmetology license and started performing hair and makeup services for photo shoots. She directly assisted Rosemary Daniels at Forbici in San Diego and then moved to Barcelona, Spain, for two years to further her career.

When Lisa returned from Spain, she booked her dream job by joining colorist and expert Lawrence Da Luz. Working with Da Luz as his protege was life changing. When he moved his practice from California to NYC, he chose Lisa to assist him.

There, Lisa met her husband, Robert Richmond, CEO of the LISA App. As Founding Artist of The LISA App, she maintains a book of 150 metro-Chicago clients while raising three boys.

### **Daniel Evans**, Director, Field Marketing Execution

While Dan might not have the dog years to prove it, he has a lifetime of vast and varied experience. After five years, touring bands and performing live-stage musicals, Dan was cast in the NBC hit reality show "The Biggest Loser" at the age of 21 and named America's 'Fan Favorite' of the season.

At 22-years old, Dan formed a music recording company in Nashville (EDJE Records) that would later record and release his debut solo album 'Goin' All Out.' The album soared to the top of the charts, peaking at #7 on the Billboard Country Music Charts. Dan was quickly named "featured new artist" by CMT, a unit of Viacom, and by Country Weekly magazine. He then kicked off a world tour, performing for nearly two years.

Dan's success led into the world of television production, writing, producing and hosting. Later he landed a syndicated cooking show titled "Fit Tips with Dan Evans." At the young age of 24, he raised \$1.5 million to start a fitness-based events company, Fit World Group, later licensed by NBC Universal.

Dan co-founded the Kids Fit Foundation in 2010, an organization that is committed to getting families moving and actively supporting the fight against childhood obesity.

### **Kevin M. Cahill**, General Counsel

Kevin graduated from the University of Chicago with honors and from the University of Michigan Law School. After six years as an associate with a large Chicago law firm, Kevin founded Cahill Law Office in 1994.

Kevin's practice includes a variety of transactional matters with an emphasis on financing and securities within a broad range of industries including for-profit and not-for-profit organizations, with a particular emphasis on commercial real estate and education. Kevin

has served as counsel to issuers, borrowers and banks in hundreds of bond issuances and financing transactions, representing aggregate transactions in the billions of dollars.

### **Vince Mease**, Director of Product Management

Vince brings more than 15 years of experience and success designing and leading teams in web and mobile software solution development in eCommerce, financial services, content marketing, and retail automotive inventory management environments.

With roles such as project manager, business analyst, UX architect, and product manager, Vince's approach focuses on a triumvirate of concerns spanning business development, user research and interaction architecture, and technical analysis.

Vince's product designs have increased revenue, generated demonstrated stickiness, and improved user adoption for marquee brands like American Century Investments, Citi, Cars.com, and Echo Global Logistics as well as smaller agencies and startups. He currently leads all product design activities and manages day-to-day engineering operations for LISA's technical vendor partners.

Vince resides in Louisville, Kentucky, with his wife, two daughters, and a growing collection of fine bourbons.

## LISA Advisory Board

### **Tom Alexander**

Tom Alexander is chief operating officer for 1871, one of the largest technology incubators in the United States. His role includes operation of a facility that houses hundreds of startups, business development efforts focused on integrating 1871 into the Chicago technology economy, and external relations efforts with government and media partners.

Previously, Tom served as deputy communications director for Mayor Rahm Emanuel. In his role with the Mayor's office he oversaw day-to-day communication strategy and long-term planning, including events, written press materials, and coordination among city agencies. He additionally played a leading role on the Mayor's economic council, working to attract and retain companies and jobs to Chicago.

Prior to his time in the Mayor's office, Tom served as a senior communications director at the University of Chicago, a policy and communications projects director in the Office of the Governor of Illinois, and a senior disaster analyst for the U.S. Small Business Administration in Washington, DC. He has also worked as a newspaper reporter, editor of an online business publication, adjunct professor of journalism, and was founder of a small sports newspaper.

Tom has a bachelor's degree in political science from the University of Chicago and a master's in public policy administration from Northwestern University. He is a notary public, and was recently selected by former Illinois Governor Jim Edgar as a 2014 Edgar Fellow. Tom was selected by the Aparecio Foundation for their inaugural "14 under 45" class in the summer of 2015.

## **Rich Antonello**

Rich has been CEO of Complex Media since 2003. He quickly established Complex magazine into a profitable powerhouse known for delivering a sharp editorial blend of pop culture and style trends. Recognizing that consumers were increasingly migrating online for content, Rich oversaw the company's expansion onto the web with the launch of Complex.com. In 2007, Rich formed Complex Media, Inc., a collective of 110 sites that forms a formidable hub for one of the most hard-to-reach demographics—young males – and one primed to make purchasing decisions. Rich has successfully navigated both traditional print and new-media worlds. He has played a vital role in making Complex Media the definitive online lifestyle portal for young, influential males seeking the latest information on products related to their core passions.

Prior to joining Complex, Rich spent four years at National Geographic Adventure magazine, National Geographic Adventure Gorge Games in association with NBC, and Wenner Media's Men's Journal.

Rich began his career at Saatchi & Saatchi Worldwide where he handled media planning for Proctor & Gamble, Sauza and Paddington Brands. Rich is a graduate of SUNY's Binghamton University's School of Management. He lives in New York City with his wife and two girls. Visit [www.complexmediainc.com](http://www.complexmediainc.com).

## **Maria Antonia "Toni" Berrios**

Maria Antonia "Toni" Berrios served six terms in the Illinois General Assembly as the 39th District State Representative representing a Northwest Side Chicago District. Honorable Berrios is the first Puerto Rican woman to serve in the Illinois House of Representatives. During her tenure in Springfield, Berrios served on many committees while chairing the Financial Institutions Committee (2013-2014), Consumer Protections Committee (2011-2012) and the Biotechnology Committee (2010-2006) and was also a member of the Executive Committee, the Insurance Committee, Mass Transit and International Trade and Commerce Committee, Tourism and Conventions Committee, and Biotechnology Committee.

Berrios served as Chairperson of the Board of Hispanic Caucus Chairs, a national, bi-partisan organization of Latino leaders from 2012 to 2014. She was also Co-Chairperson of the

Illinois Legislative Latino Caucus and the Illinois Legislative Latino Caucus Foundation from 2009-2012.

Maria Antonia “Toni” Berrios attained a Masters Degree in Business Administration with a concentration on International Business from Keiser University. She received her undergraduate degree from Northeastern Illinois University with a Board of Governor’s Degree. Now, Berrios has her own lobbying firm, MAB Strategies, so that she can continue to advocate for issues that were important to her while she was in the legislature.

## **Kathleen Henson**

For more than two decades, Kathleen Henson has enjoyed a diverse career in public relations and communications, working with some of the country’s most recognizable companies and brands. With unequaled energy, charisma and drive, Kathleen expertly and instinctually connects people, events and ideas to create big media moments that generate impactful, lasting buzz. Owner of her own PR firm with headquarters overlooking the iconic Chicago River, Kathleen is constantly and organically growing her infinite, personal arsenal of contacts — which reaches deep into America’s top newsrooms all the way to Hollywood’s elite — to creatively tell her clients’ stories.

A Phi Beta Kappa graduate of Purdue University and former agency senior vice president at Edelman, the nation’s leading independent PR firm, Kathleen has worked in public relations and marketing with some of the country’s most recognizable companies and brands. She started Henson Consulting (HC) in 2001 to reinvent the modern agency and to provide clients with strategic counsel, unparalleled creativity and tangible results. HC offers a broad range of consumer marketing and corporate communications support to a wide variety of international, national and Midwest-based clients. Over the years, the firm has worked with blue chip clients including Kraft-Heinz, The Pampered Chef, Sears, International Housewares Association, Lands’ End, Lettuce Entertain You Enterprises, Brown Forman Beverages, Hard Rock Hotels, Ronald McDonald House Charities, Coldwell Banker, The Chicago White Sox, Potbelly Sandwich Works, AMLI Residential, Northwestern Memorial Hospital, Allstate/Allstate Foundation and the U.S. pistachio industry, among more than 100 others.

In July 2015, Kathleen was featured on NBC’s *Today Show* with Kathie Lee and Hoda as part of its “Happiness” series to discuss her positive outlook on work and life and personal decision to leave the big agency world to found her own agency. She has also been featured in a number of other media outlets including ABC’s *Windy City Live*, WGN-AM and has been a frequent contributor to industry outlets including *PR News*, *PRWeek* and *The Holmes Report*.

Kathleen was also included among nine 2015 Chicago “Women of Influence” in Michigan Avenue Magazine. She was also named the 2014 PR Professional of the Year in Chicago by the Public Relations Society of America and her firm was also named PR Firm of the Year nationwide by PR News in 2014. HC was also recognized as a national finalist for “boutique agency of the year” by both PRWeek and The Holmes Report that same year.

## **Doug Lambert**

For more than 15 years Doug has lead operations, organizational design, contract administration, human resources and team building experiences for start-up and Fortune 100 companies. He currently serves as COO of L Street Collaborative, a Venture Holding Company.

Prior to L Street Collaborative, Doug served as COO of LifeLine Response, and now actively serves as an advisory board member. Doug ensured the company’s comprehensive safety solutions for businesses, community, campuses and individuals ran smoothly and that the health and success of his team was a top priority.

Before joining LifeLine Response, Doug served as COO for Hipstamatic, LLC, which was the 2010 Apple App of the Year.

In his career, Doug has held leadership roles with Errand Solutions, LLC, The Northern Trust Company and JPMorganChase.

Doug earned a bachelor degree in journalism from Ball State University and a master degree in organizational communication from DePaul University.

## **Elizabeth A. Myers, R.N., BSN**

Prior to founding Patients First Healthcare Advocacy, a patient advocacy organization, in June 2015, Elizabeth served as risk manager for Rush University Medical Center and spent nearly 15 years there in various clinical research and patient safety roles, including past president of the nursing staff, pre- and post-kidney transplant coordinator, clinical nurse manager at an outpatient transplant unit, performance improvement consultant and risk management. She has served as a pediatric intensive care unit critical care nurse and worked as a bariatric nurse coordinator for University Surgeons.

Elizabeth is a certified clinical transplant coordinator. She received a Bachelor of Science degree in nursing from Illinois State University-Mennonite College of Nursing and completed pre-nursing courses at Illinois State University.

Elizabeth is co-founder and secretary of Abby's Army Foundation and a member of Sigma Theta Tau, Anchor Cross Society, Benjamin Rush Society, Rush Associates Board and the Chicago Healthcare Risk Management Society.

### **Jonathan A. Myers, M.D., Surgeon, Rush University Medical Center**

Dr. Myers is an Associate Professor of Surgery at Rush Medical College. He received his fellowship training in Minimally Invasive Surgery at Loyola University Medical Center and completed his General Surgery residency at Rush University Medical Center and Cook County Hospital.

He is at the forefront of quality and safety initiatives and serves as the Co-Chair of the Surgical Quality Improvement Committee and is Patient Safety Officer at Rush. He serves on multiple national committees including the Quality, Outcomes and Safety Committee for the Society of American Gastrointestinal and Endoscopic Surgeons.

Dr. Myers has published numerous articles in peer reviewed journals, book chapters, and co-edited three surgical textbooks. He regularly presents his research at national meetings and is active in several surgical societies including the Society of University Surgeons.

His special interests include: Minimally Invasive Surgery, Surgery of the Gastrointestinal Tract, Bariatric Surgery, and Hernia repair and Abdominal Wall Reconstruction.

### **Terry Savage, Author, Speaker, Personal Finance Expert**

Terry is a nationally recognized expert on personal finance, the economy and the markets. She writes a twice-weekly personal finance column syndicated nationally by Chicago Tribune Content Agency and blogs regularly on the Huffington Post. She appears weekly on the WGN radio Noon Business Hour and on WGN-TV Morning News, as well as national television and radio programs. Terry is the author of four best-selling books. The Savage Truth on Money was named one of the top 10 money books of the year by Amazon.com in its first edition. Her recent book is: The Savage Number: How Much Money do You Really Need to Retire? In 2014 Terry collaborated with a prominent divorce attorney and divorce court judge to write The New Love Deal: Everything You Must Know Before Marrying, Moving In or Moving On!

Terry is a registered investment advisor for both stocks and futures. She has won awards including the National Press Club award for Outstanding Consumer Journalism, and the Outstanding Personal Finance Columnist award given by the Medill School of Journalism at Northwestern University. Speakers Platform named her a Top 5 Speaker of the Year in 2014, the same year she received a lifetime achievement award from the Chicago Journalists Association. Starting her career as a stockbroker, Terry then became a founding member

and first woman trader on the Chicago Board Options Exchange. She was a member of the Chicago Mercantile Exchange's International Monetary Market, where she traded interest rate futures and currencies. She now serves on the Board of Directors of CME Group, Inc., parent company of the Chicago Mercantile Exchange and works with major corporations, including Wal-Mart, McDonalds, Walgreens, Hilton and Allstate. Terry is a Phi Beta Kappa graduate of the University of Michigan where she won a Woodrow Wilson Fellowship in American Studies.