**Lisa Adams**

Lisa Adams has over 20 years of data driven media planning expertise with a focus on outcome based results.

Prior to joining MediaThesis, a division of Princeton Partners, she held leadership roles in media where she developed innovative solutions for B2B and B2C brands in the finance, healthcare, cybersecurity, education, CPG, retail, and technology industries.

Lisa leads omni-channel solutions with experience and insights across digital and traditional channels.  At MediaThesis, Lisa continues to provide a strategically driven integrated approach to media with an emphasis on collaboration and developing strong client relationships.