

Lisa Xia
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SUMMARY

- **Strategy director** with 18 years in **top-tier consulting** and **in-house operations**, spanning growth strategy, execution, sustainability and marketing
- Proven success in **leading global teams** and driving complex projects in matrix organizations
- **International profile**, living in 6 countries, leading projects in 20+ markets

EXPERIENCE

RECKITT BENCKISER Amsterdam, Netherlands
Reckitt is a £14B global consumer goods company selling household, health & nutrition products

Global Director for Strategic Growth (promoted 2x from Manager) 2019-Present

- Lead demand-centric growth group, overseeing a 10-person team to deliver category growth across 12 categories, in 30+ markets
 - Integrating business strategy, consumer insights and data & analytics, partnered with business leaders to identify £500M+ in innovation & commercial opportunities
 - Delivered internal analytics and insight capability at 20% of prior external cost, delivering higher adoption and better stakeholder experience
 - Drove down team turnover from 20%+ to <10%, with consistently high NPS
 - Drove 20% process efficiency through automation with ambition to fully automate processes; building a proprietary category strategy platform to elevate decision-making and internal capability
- Led transformation team in sizing and operationalizing a £500M acceleration plan behind global portfolio of disinfection brands, including entry into >10 markets and Pro (+60M)
- Drove innovation, brand experience, digital and partnership strategy for £1.6B single-brand, cross-category portfolio, working in partnership with cross-functional teams
- Developed mid-term growth plan for Hygiene business (£6B) with BU President, Commercial and Functional heads, defining plan to go from 3-4% growth profile to 5%+
- Led special projects, including design of incubation engine, investor and Board comms.

BAIN & COMPANY Brussels, Belgium
Bain is a leading strategy consulting firm with 63 offices in 38 countries and >\$4B in revenue
Consultant 2017-2019

- Led cross-functional teams on growth strategy, market entry, value creation and organization design cases across consumer goods, retail, and industrials, supporting executive decision-making on multi-million dollar investments
 - Led growth strategy within an M&A and expansion thesis for a global beverage company, identifying priority markets and growth opportunities
 - Led go/no-go assessment for entry into a major leisure/experiences business in China, evaluating market attractiveness, competitive positioning, and unit economics to inform market entry decision
 - Drove business diagnostics and opportunity sizing in a value creation program for a consumer beauty company, assessing innovation impact and identifying incremental revenue and margin opportunities

EDELMAN Frankfurt, Germany and Chicago, USA
Edelman is a leading marketing & communications firm with >6,000 people in 60 countries
Senior Manager (promoted 3x from Account Executive) 2010-2017

- Won and served as client relationship lead for a €2B healthcare company, leading four global teams of >20 people in 5 countries; oversaw marketing and sales strategy and content for healthcare portfolio

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- Built corporate sustainability offering in Frankfurt, securing eight contracts in <2 years, valued at €1M
- Led corporate social responsibility & sustainability accounts, leading teams on strategy development, materiality assessments, competitive analysis, policy advisory, stakeholder engagement and reporting
- Managed 8 direct reports, representing 7 nationalities, resulting in multiple promotions

CHICAGO SISTER CITIES INTERNATIONAL

Chicago, USA

CSCI is an initiative of World Business Chicago, a public-private partnership fostering economic growth

International Program Manager

2008-2010

- Managed Chicago/China relationship via city government a committee of 100+ leaders

INDEPENDENT INVESTMENTS

- Conducted diligence and value creation assessments for a private family office; executed joint private debt investment
- Oversee rental properties, with returns delivering above forecast

EDUCATION

University of Chicago Booth School of Business

Chicago, USA

Master of Business Administration, GPA: 3.7/4.0

2015-2017

University of Illinois at Urbana-Champaign

Urbana, USA

Bachelor of Science, Communications, Minor: International Studies, French
GPA: 3.7/4.0

2003-2007

PERSONAL

- Backcountry skier, paraglider, kiteboard instructor, surfer, scuba diver, salsa dancer
- Avid traveler, visiting 80+ countries