



## LISA MONTAGUE

Vice President of Media

### Professional Experience

Lisa has over 10 years' experience in media buying, advertising, marketing and communications, she oversees all media buying plans for MassMedia Health. She has managed media buys for a variety of MassMedia Health clients including HealthCare Partners of Nevada, Iora Primary Care, ABQ Health Partners and United Blood Services.

She started off her career as an Account Executive before finding her true passion of media buying in 2007. She knows what it takes to get her client's message out and in front of potential consumers. She has worked with a variety of healthcare companies in major metropolitan areas across the country. Lisa has put together the right media mix for clients with minimal budgets and for those who had millions to work with.

Lisa provides clients with the strategy of a media buy and follows up after the buy is over to make sure the client is satisfied. If there is a problem with the buy, Lisa also works with the medium to make it right for the client. She has been described among her media outlet peers as a tough but fair negotiator who works hard to make sure her clients get the best deal.

### Education

- B.A., Communications with a concentration in Advertising, Minors in Psychology and Management, Purdue University, 2003
- Media Buying Academy, 2007

### Previous and Current Client List

- HCA Far West Division
- DaVita Medical Group
- Iora Primary Care
- HealthCare Partners
- Nevada Division of Insurance
- Red Rock Fertility
- United Blood Services
- Desert Radiology
- Volunteers in Medicine
- ABQ Health Partners
- JSA Medical Group

### Awards and Recognition

- Pinnacle Awards, Public Relations Society of America