



LISA MONTAGUE

Vice President of Media Buying,
Operations, and Production

Professional Experience

Lisa has been working in the advertising industry for more than 10 years, starting off 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 industries, including casinos, utilities and 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.

She 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 HealthCare Partners
- HealthCare Partners Nevada
- Nevada Division of Insurance
- Red Rock Fertility
- ABQ Health Partners
- JSA Medical Group
- Nevada State Contractor's Board
- Valley Electric Association
- Southwest Gas