



Lisa Johnson

Lisa is the co-author of *Don't Think Pink*, author of *Mind Your X's and Y's*, and CEO of Reach Group Consulting.

A leading authority on marketing to women and the connected generation, Lisa provides keen insights into how to make consumers feel heard, involved and inspired to buy. She's developed innovative listening methods and research techniques that have enabled companies to cultivate the loyalty they need to stand out in a competitive marketplace.



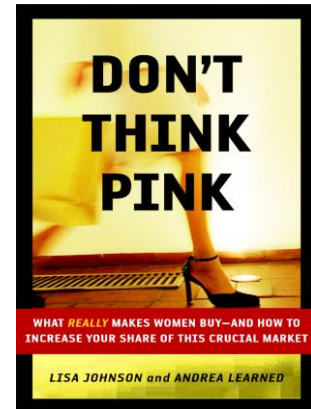
A sought-after corporate trainer and brand consultant, Lisa has an up-to-the-minute understanding of market forces, trends and women's buying minds. She has built new product ideas and categories, creating relevant communications and articulating brand promises for top companies nationwide.

Her clients include Nike, Motorola, Microsoft, Disney, Kohler, Intel, Mercedes, Brown Foreman, Starbucks, Dream Dinners, Office Depot, Panasonic, Giant Bicycles, Simon & Schuster, Cascade Designs, and Barnes and Noble.

She is a regular contributor to Marketing Profs and has been quoted in numerous publications including the New York Times magazine, Chicago Tribune, MORE magazine, Entrepreneur, American Demographics, AdWeek, Men's Health, Businessweek.com, FastCompany.com, American Executive, and Redbook.

ReachWomen: Marketing to Women

An early pioneer in marketing to women, Lisa has spent the last 15 years developing innovative listening methods and research techniques for understanding the needs of women consumers and has helped companies translate these insights into profitable strategies. In 2000, she co-founded ReachWomen – a leading research and marketing consultancy that helps companies involve women earlier, and more fully, in their marketing process. She is considered a leading authority on women consumers and one of the pioneers in this area of study.



Lisa Johnson is the co-author of the critically acclaimed book *Don't Think Pink: What Really Makes Women Buy and How to Increase Your Share of This Crucial Market*, which was chosen by SoundViews Executive Summaries as one of the top marketing books of all time and featured in the book *Marketing Gurus*.

In 2004, Reach Women conducted a groundbreaking, two-year qualitative study on young connected women that revealed an emerging consumer group defined more by their relationship to technology and less by their gender. This connected generation included both men and women with a technology-driven lifestyle and a fresh worldview that shaped the way they interacted with each other and the brands they love.

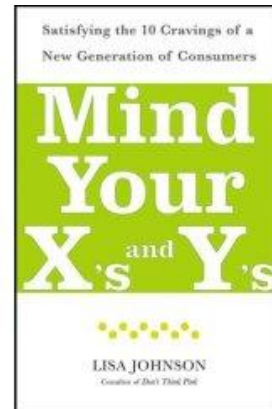
The investigation also surfaced new maverick connected companies (breakaway brands) that were experiencing unprecedented success, fueled by the loyalty and passion of this young, technology-fluent consumer group.

The findings of this study led Lisa and her business partner Cheri Hanson to:

- 1) Expand their research focus to include both genders of the connected generation – an influential group that many brands were scrambling to understand.
- 2) Refine Reach Women as a company that deeply understands the young, technology savvy women of the connected generation.
- 3) Form Reach Group Consulting, in order to help companies understand this new consumer segment and develop into connected brands.

Reach Group Consulting: The Connected Generation

The Reach Group is a boutique consultancy that provides fresh insights and clear thinking about the Connected Generation—a powerful, technology-fluent group of change agents that are connected to their social and professional networks around the clock.



A new marketplace is under construction and the connected generation is wearing the hard hats. The Reach Group has discovered a clear map to this quickly evolving business environment that will save companies time, money and unnecessary mistakes.

As members of the Connected Generation, the Reach Group staff is actively engaged in this community and have organically gathered a nationwide network of inspiring leaders, quirky innovators, black belt shoppers, media mavens, imaginative problem solvers, and interesting friends who keep them laughing and guessing over coffee.

Strategically staffed and partnered with a team that understands the new marketplace, this innovative consultancy equips clients with the essential skill-sets, trusted resources and prioritized options to navigate their own path to success.

Through books, blogs, research, speaking, consulting and training boot camps, the Reach Group helps brands mix a potent cocktail of content, community and commerce that will engage the modern marketplace.

Johnson's second book, *Mind Your X's and Y's: Satisfying the Ten Cravings of a New Generation of Consumers*, redefines marketing in the modern marketplace by outlining the values and cravings of the Connected Generation and the winning strategies of breakaway brands they love.



Testimonials

“After hearing Lisa speak on Mind Your X’s and Y’s and absorbing the ten cravings, I quickly understood that everything I thought I knew about our consumers was—in a word—outdated!”

Darcy Winslow - GM, Nike Women’s Fitness Division

“Lisa is the most engaging and energetic speaker I’ve heard in many years. Her practical tips about connecting with the most powerful consumer group for most businesses today were invaluable. “

Lee Fromson, REI, VP Gear & Apparel

“Lisa Johnson offered fresh, real-world insights that will be invaluable as we grow our business. Her friendly, approachable nature combined with an engaging-yet-powerful delivery captivated our audience.”

Jack Griffin - President, Meredith Publishing Group

“I have been inspired by Lisa’s refreshing ways of thinking. As I have investigated ways to develop products for the female market her viewpoints and findings have led me to explore exciting new solutions and product concepts.”

Moni Wolf, Motorola, Director of Design, iDEN Group

“The hallmark of Lisa’s presentation style is her enthusiasm and relatable "that's me" moments. Her ideas were relevant, and since she spoke to us I've heard many references back to this training. Her first talk was so popular, some members of upper management specifically requested that she come back again to do an extended presentation. Overall Lisa’s presentations were certainly educational, but unlike many other training sessions we've had, they were also enjoyable. “

Carrie Seymour, Kohler Company

“Thanks again for your thought-provoking presentation. You helped us strike a nerve in the industry and provided information that we had never heard before.”

Cynthia Amon, W.L. Gore & Associates



Popular Programs

A full listing of Lisa's programs and video clips of her speaking are available at www.reachgroupconsulting.com. Customized keynotes are available.

Mind Your X's and Y's

Satisfying the 10 Cravings of a New Generation of Consumers

Today's 18-to-40-year-olds are savvy, sophisticated, and immune to conventional marketing strategies. But the buying habits of this lucrative market can be anticipated—and Mind Your X's and Y's is the first program to reveal what works. Lisa Johnson, author, consumer expert and CEO of the Reach Group, uses her groundbreaking qualitative research, plus dozens of interviews with maverick thinkers to identify this connected generation's new rules for engagement.

Johnson delves deep into established and emerging brands that hit a nerve and reveals 10 core "cravings"—for adventure, for high concept design, for defining new families and social networks, for telling their own stories—at the heart of the Gen X and Y psyche. With detailed definitions of each craving, including an analysis of how it drives specific buying behaviors, Johnson draws on her 15 years of marketing experience to provide revealing statistics and fascinating case studies across a full spectrum of industries.

With Generation X reaching the height of its earning power, and Generation Y enjoying more buying power than any previous generation of teens and post-teens, Mind Your X's and Y's is perfectly timed to equip brand managers, small business owners, marketing agencies, and every ambitious organization with the know-how to transform market research into actionable strategies and tangible results.

The Rise of the Connected Generation

Why Connected Brands Are Winning Big in the New Consumer Playground

You've felt a change in the air. The old business models are collapsing and there's a new generation of inspired, renegade consumers who are rewriting the rules. Meet the Connected Generation.

Marketing is quickly moving from a push advertising model to one where highly networked customers spread the word about new products and services, and pull in only the information that they find interesting or useful. This powerful, customer-controlled marketplace is creating massive opportunities for quick-witted newcomers and leaving many established companies, and even whole industries, scratching their heads.



The Connected Generation shares a common worldview and a technology-driven lifestyle. Using stories and fresh brand examples, Lisa reveals the five values that drive today's connected consumers: experience, transparency, reinvention, connection and expression. With a fun pop-quiz, audience members will quickly assess their own "connected" status and get clear on the technology-driven skill set that fuels this lifestyle.

Using compelling visuals and current case studies, Lisa reveals the three-part DNA of a connected brand and outlines actionable steps toward increased sales, powerful word-of-mouth and opportunities for profitable collaborations. This eye-opening talk cracks the code of the new market and provides insight into the multi-million dollar acquisitions and smart partnerships filling today's business headlines. Regardless of whether you're a marketer, an ad exec, a sales professional, the head of a nonprofit or a designer, you need to understand this colossal shift.

Don't Think Pink

Creating relevance and increased market share with women – without "feminizing" your brand

Lisa Johnson, an acclaimed author and award-winning expert on women, uses stories, examples, industry case studies and a good dose of humor to build a solid understanding about the buying power and behavior of women consumers. Forget "shranked and pinked" products. Lisa educates the audience about relevant brand positioning for women including visible, transparent, and hybrid approaches. The rationale and criteria for each position is discussed and brand examples bring each concept alive.

Using current research, Lisa provides keen insight into the difference between men and women and translates these insights into six proven strategies for building brands that women find compelling. Based on her acclaimed book, Don't Think Pink, this popular program translates the latest research and insight about women consumers into actionable strategies and profitable marketing ideas.



Marketing to Women 2.0

Fresh Insights on Connected Women

A new generation of women are changing the way families work, play *and* shop.

Lisa Johnson, author, consumer expert and CEO of the Reach Group, uses her groundbreaking qualitative research, plus dozens of interviews with maverick thinkers to identify the connected generation's new rules for engagement.

Women worldwide are now more connected, educated and informed, raising the bar for brands that want to reach this savvy proactive group of consumers. Using stories and fresh brand examples, Lisa reveals the five values that drive today's connected consumers: experience, transparency, reinvention, connection and expression. With a fun pop-quiz, audience members will quickly assess their own "connected" status and get clear on the technology-driven skill set that fuels this lifestyle.

Lisa provides new thinking for seasoned marketers by providing fresh insights on how women are behaving in the marketplace. She takes the audience through six classic truths of how women interact with brands. Lisa then shows how technology fluent young women are living out these traits in fascinating new ways. For each insight she provides a cutting edge actionable strategy that moves connected women from liking your brand to loving your brand.

This program is a powerful glimpse into the future of marketing to women and provides essential know-how to transform market research into actionable strategies and tangible results.



Reach Group Consulting, USA
Lisa Johnson
1390 East 43rd Ave.
Eugene, OR 97405

w-541-685-9400
m-541-913-5398
f-541-349-1377
lisa@reachwomen.com