



## Lisa Prassack Biography

### Relevant Business Experience:

- Lisa is currently the CEO LaserAg Inc. which builds spectroscopy equipment and machine learning algorithms in collaboration with scientists in industry, academia and government for soil, food, tissue and pharmaceutical analysis for leading global laboratories.
- With Prassack Advisors, LLC she has helped 38 Companies achieve greater strategic results in AgTech and FoodTech while participating in over 24 mergers and acquisitions.
- Lisa has a record of driving revenue growth and scaling operations worldwide; excellent at building strong customer relationships and consensus among all stakeholders to drive results. Her specialties are in SaaS/PaaS, agriculture, biosciences, energy, and healthcare.
- Lisa is an executive and product strategist with a twenty-year track record of innovative product management and web services in leading the selection, design, development and international deployment of key research, data science and supply chain systems.
- Exceptionally broad and deep expertise in all facets of product and service roadmaps, delivery and support, from planning and budgeting through hands-on execution of business requirements, technology and service provider selection and program management for successful deployment. Expert in transformation, change management and governance.
- At HP her team launched the All-In-One, grew to \$4B revenue in 4 years. Converted SW alliances team, from a cost to profit center with \$200M+ revenue and 40% margin.
- CPS Acquisition Viterra Ag Retail. PMO for \$2 billion acquisition. Oversaw legal, contracts, IT, seed R&D, real estate, EH&S, finance and competitive bureau responses. Integrated 1,400 employees and 312 locations in Western Canada and Australia. Normalized procure to pay processes and built M&A playbook with dashboards to ease future integrations.
- Trimble. Led strategy, product, global dealer networks and go-to-market plans to achieve 20% YOY growth for \$400M business. Executed 9 acquisitions to transition from commodity to fresh food across AgriFood supply chain to meet trace, sustain and food safety demands.
- GEO. Expanded \$100M detainee RFID monitoring to \$300M with GPS product extension and personally executed annual contracts with GSA \$50M and Homeland Security \$75M.
- Google | DoubleClick. With strategic advantage of no VC investment, many blue chip clients and profitable, we focused on accounts to achieve revenue targets while balancing P&L. Grew \$350K to \$4M and staff from 6 to 42 in 6 months. Negotiated sale to DoubleClick.
- eCommerce Platform. Managed 120 outsourced staff for technology infrastructure upgrade from vendor selection to deploy data warehouse for transactions, CRM, procurement, product tracking, shipping and analytics with ERP which enabled 27% sales 8% profit surge.
- Clinical Trials Platform. Program lead for clinical trial data warehouse with real-time access to maximize trial success, scaled to innovate, accelerate and complete with patient centered data ecology, rapidly create new trial models and response to design alerts.
- Biological Trial Platforms. Built whole field biological research platform to collect data from IoT, machine, soil, tissue and remote sensing. Used ML to aggregate data to demonstrate product efficacy. Used GIS ROI data for sales tools, increasing grower adoption 400%.

### Board Experience:

- AGBITECH (a Paine Schwartz Partners Portfolio Company) Biotechnology Independent Board Director
- COLUMBIA FRUIT PACKERS (a Goldman Sachs Company) Fruit Grower and Processor Independent Board Director
- GAMAYA (Venture backed) Remote Sensing Analytics Board Advisor

### BOARD COMPETENCIES

Extensive Global Market Expertise  
Biotechnology and Research  
Climate, ESG & Carbon Reporting  
Strategic & Operational Planning  
Mergers, Acquisitions & Integration  
Product Management  
Lead Multidisciplinary Teams  
Strategic Partner Strategies  
Strong Communication Skills  
Consensus Builder

### INDUSTRY EXPERTISE

Agriculture  
Biotechnology  
Energy  
Food  
Healthcare  
Supply Chain & Retail  
Software, Cloud Computing  
Telecommunications  
Transportation

### TECHNOLOGY EXPERTISE

AI and Machine Learning  
Marketplaces and Exchanges  
Data Lakes & Warehouses  
Payment Systems  
Remote Sensing Analytics  
Sensors  
Tokenization

### EDUCATION

Penn State University  
*BS, Computer Science*

University of Chicago  
MBA, Coursework

### CONTACT

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