

Lisa A. Prassack

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CAREER PROFILE

Senior Technology, Sustainability, ESG and Carbon Strategy Executive

Exceeding Performance Metrics in Rapid Change & Challenging Environments

Global business leader passionate about ESG impact, reducing carbon emissions, advancing renewable energy and innovating sustainable agribusiness supply chains. Background managing as many as 4,000 employees and worldwide P&L revenues of \$16M; \$130M and \$2B. History working with venture startups, private equity and Fortune 100 corporations. Independent board member on 2 private boards. Manage M&A target and deal management of 20+ deals with value from \$17M-\$3B. Lead high performing teams. Frequent speaker on sustainability and digital innovation at global conferences.

KEY BOARD COMPETENCIES

- Extensive Global Market Expertise
- Climate, ESG Strategy and Carbon Reporting
- Strategic and Operational Planning
- Product Management and New Product Introduction
- Proven Ability to Lead and Collaborate in Multidisciplinary Group
- Strong Communication Skills & Ability to Build Consensus
- Industry: Aerospace, Ag, Energy, Food, Telecom, Transport
- Technology: AI/ML, Cybersecurity, Tokenization, Supply Chain
- M&A: Target, Transaction and Integration
- Strategic Partnership Strategies and Implementation

BOARD POSITIONS

AgBiTech, Biologicals Company	Australia and Brazil	2020-Present
Independent board member for a Paine Schwartz private equity portfolio company, that enables farmers globally to reduce pesticides while managing caterpillar damage. Responsible for commercialization committee charter and global market approaches.		
Columbia Fruit Packers	Wenatchee, WA	2022-Present
Goldman Sachs representative for a \$100M apple and cherry operation. Responsible for operations committee and acquisition strategy.		
Gamaya Remote Hyperspectral Analytics [Board Advisor]	Switzerland	2020-Present
Venture-backed remote sensing analytics company for efficient and sustainable crop production. Responsible for data science and M&A advisory.		

PROFESSIONAL EXPERIENCE

- CEO, LaserAg** **Quebec, Canada**
Build cost-effective, precise and rapid spectroscopy platform certified to standardize Soil Organic Carbon [SOC] measurements with global lab networks.
- Chief Executive Officer** **2020-Present**
Building certified lab equipment to meet market demands for SOC, Soil, Animal Feed and Plant Tissue analysis to optimize agriculture production.
- Use 26 ML algorithms on LIBS spectroscopy. Launched units in Africa, Argentina, US and Canada. Aligning with manufacturer and service to scale.
- Prassack Advisors, LLC** **Colorado, Canada, Switzerland**
Advising digital technology innovators on delivering solutions that matter to grain, energy, pharmaceutical, food and fiber producers.
- President | Chief Executive Officer** **2014-Present**
Generating ideas on portfolio approaches for manufacturers, retailers, NGOs, governments, corporations, and private equity. Devise and execute digital programs such as traceability, blockchain, and sustainability metrics for supply chains. Responsible for strategic planning, business development, M&A, and the design of new data and analytics products and services. Managed 300+ research fields and digital services.
- Advised \$2B in private equity acquisitions, \$4B in strategic acquisitions based on strategy, product roadmap and rollout.
 - Build global ESG and Carbon supply chain data collection, analysis, reporting structures for agribusiness processors, ingredient and CPG brands, institutional landholders, NGOs, smart buildings and energy to achieve carbon neutral ratings.
 - Excel at helping clients understand current and future competitive challenges and developing digital strategies and implementation plans to address operational issues faced by burgeoning and competitively challenged business entities.
 - Yield tangible results and benefits for customers by focusing on collaboration and practical methods.
- Trimble Agriculture, Water, & Geospatial Inc. [NASDAQ: TRMB](#)** **Westminster, CO**
Developing farm data-driven decision tools, global navigation satellite positioning systems, smart water management, unmanned aerial vehicles, inertial navigation systems, and software processing tools generating more than \$500 million in annual revenues.
- Global Strategic Marketing Director** **2013-2014**
Led strategy, product development, global dealer networks, new market opportunities and go-to-market plans to achieve 20% YOY growth.
- Executed nine acquisitions to augment product lines by transitioning from row crops to fresh foods with input manufacturers, retail and agronomic services collaborators plus grower engagement to meet traceability, sustainability and safety demands in the food supply chain.
 - Provided high-value solutions for grower clients by defining markets, technologies, alliances and professional services programs.

Nutrien [Agrium | CPS] NYSE: NTR**Calgary, Alberta, Canada & Loveland, CO***Largest Ag Retailer in North America and Australia and a wholesale producer and marketer of agricultural nutrients and supplier of specialty fertilizers.***Interim Project Manager Office (PMO) Leader for the Viterra Acquisition****2013**

Served as the PMO for a \$2 billion merger. Oversaw legal, contracts, IT, seed IP, real estate, finance and competitive bureau responses.

- Integrated 1,400 employees and 312 locations in Western Canada and Australia.
- Mapped and normalized procure to pay processes, built multi-function playbook for M&A management with dashboards and process flows.

Uplight [Tendril, Inc.]**Boulder, CO***Changing the way the world uses energy by delivering real-time data about homes and the ways people use energy.***Senior Director of Ecosystem - Strategic & New Markets****2012**

Guided new market ecosystem plan, solution architecture, and business model designs for energy efficient, analytical products for retail energy, rural, municipal, and IOU utilities. Solutions: thermostats, electric vehicles, solar, geothermal, appliances, HVAC, telecommunications, and security systems.

- Delivered the first SCADA-NEST mobile consumer acquisition program to 15,000 Texas residences.

EDGE Executives, LLC**Boulder, CO***Creating an edge in the customer service industry and creating lifelong memories about the brands represented.***Managing Partner | Interim Vice President of Data Management****2007-2011**

Consulted with renowned clients such as McDonald's, Trader Joe's and Marketo [Adobe] on integration of strategy, products, and operations to resolve issues that restrict revenue in high-growth businesses. Assisted clients in pursuing next opportunities to achieve highest revenue levels.

- Revised the worldwide fresh, frozen, and dried mango supply chain with contracts in Ghana, India, and Mexico for Trader Joe's.
- Created KPIs, dashboards, and data architecture for restaurants to personnel, store, region, and corporate level for McDonald's.
- Built products and services to deliver imagery web services from 4 to 60 wind, solar oil & gas companies in 4 years, DigitalGlobe acquired.
- Revamped product and channels for cybersecurity platform enabling enterprises to secure all applications. Sold to HP Bluecoat.
- Built customer success organization for marketing automation platform that scaled from \$1M to \$120M in revenue over 3 years.

Overstock.com NASDAQ: OSTK**Salt Lake City, UT***An online shopping site for designer brands and home goods.***Vice President of Digital Enablement****2005-2006**

Recruited to transform low customer satisfaction levels that impeded profitability and growth. Focused on customer care, warehouse management, purchasing, supply chain systems, IT infrastructure, applications and online marketing and analytics.

- Overhauled customer care, supply chain and purchasing systems to bolster customer satisfaction, quality, and product delivery.
- Implemented Teradata data warehouse to enable operational, consumer tracking metrics and ultimately e-consumer engagement.
- 27% boost in sales and an 8% surge in profits attained by restructuring operations, offers, metrics, and e-marketing in 8 months.

PREVIOUS EXPERIENCE**Vice President of Managed Services | Avaya Inc. OTC: AVYAQ****Highlands Ranch, CO**

Third times a charm for on-demand Call Center and VoIP; 100M revenue in first year by deploying an internal telecom carrier channel sales strategy.

Vice President of Strategic Marketing | Geo Group NYSE: GEO**Longmont, CO**

Expanded \$100M detainee RFID monitoring to \$300M with GPS extension and annual contracts with GSA \$50M and Homeland Security \$75M.

COO Opt-In Email.com | Sr. Director Operations DoubleClick GNASDAQ GOOGL**Boulder, CO / New York, NY**

One of many email marketing competitors; we had strategic advantage, no VC investment, many blue chip clients and profitable. Focused on existing account growth 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.

Director, SW Alliances & Product Manager All-In-One | NYSE: HPQ**California, Colorado, UK, Singapore**

All-In-One launch grew to \$4B revenue in 4 years. Converted HP SW alliances, from a cost to profit center with \$68M revenue and 40% margin.

Manager, Special Manufacturing Operations NYSE: GE**Australia, Brazil, Canada, Mexico, US**

Managed \$120M revenue, 14 reports, 120 total. Grew profitability from 2% to 18% with gross margins of 47%.

Associate, Aerospace & Telecom | Booz • Allen & Hamilton NYSE: BAH**Washington DC / New York City**

Managed team of 8 to model M&A, 3D military GIS and satellite designs with MIT AI labs. Received Booz•Allen Professional Excellence Award.

EDUCATION**University of Chicago**Attended Master of Business Administration, *Finance & Operations*

The Pennsylvania State University
Bachelor of Science, *Computer Science*