



Marisa Richter

PROFILE

I am a hardworking, strategic professional with a passion for leading teams and organizations toward a shared goal. I'm energized by new challenges and have a reputation for bringing candor and clarity to complex problems. I take a diligent but human-centric approach to project management, creating the conditions for everyone to do their best work and deliver exceptional client experiences.

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EDUCATION

BA COMMUNICATIONS

Public Relations, Summa Cum Laude
University of Dayton / 2005-2008

BA MUSIC

Vocal Performance, Summa Cum Laude
University of Dayton, 2005-2008

SKILLS

- Inclusive Leader
- Compelling Presenter
- Clear Writer & Communicator
- Strong Business Acumen
- Team Motivator
- Diversity & Inclusion Coach

EXPERTISE

- Relationship Management
- Organizational Leadership
- Project Management
- Brand Management
- Brand Strategy
- Brand Creative/Design

PROFESSIONAL STRENGTHS

Client Relationship Management: 15+ year leader in maintaining high-profile, multi-million dollar clients

Culture Builder: natural ability to connect people to each other and to a shared mission

Project Management: diligent and empathetic project manager with the ability anticipate issues and pivot gracefully

Consultative Mindset: creative and business-minded with the ability to tailor solutions to client challenges

WORK EXPERIENCE

GROUP DIRECTOR

LPK / Cincinnati / 2019 – Present

- Own leadership-level relationships with clientele, acting as a consultant to identify needs and propose solutions
- Manage and grow a book of business by establishing deep rapport within a client's organization
- Own all aspects of project management: staffing, budget, timing, excellence in work product and client experience
- Identify and pursue new business opportunities
- Mentor, motivate and empower internal teams and direct reports
- Key clients include J.M. Smucker, Vitamin Shoppe, KraftHeinz, P&G Family Care, Kroger, Pillsbury, T-Mobile, JBS Foods, Serta Simmons Bedding

DIRECTOR OF OPERATIONS

LPK / Cincinnati / 2021 – 2023 (while also in Group Director role)

- Lead the company through organizational change with a human-centric approach, creating implementation plans and ensuring adoption at all levels of the company using the ADKAR model of change management
- Work closely with C-Suite to evaluate company P&L, revenue forecasting, utilization targets, and growth strategies
- Identify opportunities to improve business effectiveness and develop solutions to address them
- Promote cross-functional collaboration by creating the conditions for information sharing

CLIENT ENGAGEMENT PRACTICE LEAD

LPK / Cincinnati / 2019 – 2020 (while also in Group Director role)

- Define the Client Engagement standard of excellence for LPK
- Define and maintain best practices for functional mastery of the group
- Develop and implement training programs and curriculum
- Responsible for staffing and group structure decisions, including hiring and restructuring

BRAND DIRECTOR

LPK / Cincinnati / 2016 – 2019

- Partner with clients to define a strategic brand vision for core portfolio and innovation work
- Serve as a brand steward and voice of the client internally, ensuring all work aligns with the brand strategy
- Act as team lead within LPK, creating the conditions for the team to deliver quality work profitably
- Responsible for profitability and organic growth of the business

BRAND LEADER

LPK / Cincinnati / 2011 – 2016

- Responsible for client relationship, project management and internal team leadership
- Act as the voice of the client, ensuring the consideration of the consumer, category, competition, and brand
- Lead projects within LPK, managing to budgets, timelines, and standards of excellence

CLIENT SERVICE MANAGER

The Eisen Agency / Newport, KY / 2008 – 2011

- Own relationships and project management for a diverse set of clients
- Write and pitch press releases, tracking ROI and placement statistics
- Coordinate press interviews, events and materials, overseeing the execution of campaign creative

ORGANIZATIONS & CERTIFICATIONS

Product Strategy Certification

Northwestern University
Kellogg School of Management / 2024

WE Lead

Women's executive leadership program / 2019

C-Change

Leadership program for emerging leaders / 2013

Cincinnati May Festival Chorus

Cincinnati Symphony Orchestra / 2008-2015

Big Brothers/Big Sisters

Big Sister / 2005-Present

Head Coach

Hyde Park School Youth Running Team / 2021-2023

Miss America Organization

Miss Ohio Scholarship Program / 2005-2007