



## GWSB Alumni Profile: Lisa Martin

**DEGREE:** MBA, '94.

**CURRENT POSITION:** President and CEO at LeapFrog Solutions, Inc.

**FIRST JOB:** From 1984 to 1987—for People Express. That job is where I got my entrepreneurial spirit, where the idea was born that I could start my own company.

**BIGGEST CAREER CHALLENGE:** Running my own marketing and communications business for 12 years. This year we got our first investor, and we hired our first COO. Before, we were all B2B business, now 60 percent of our work is with the government.

**BEST B-SCHOOL MEMORY:** I was married and working; my husband is French so we ended up with an eclectic group of friends—Germans, French, you name it. That diversity was very intellectually stimulating.

**HOW GWSB LED TO CAREER:** I had an independent-study project tied to my career at Norrell Services [now Spherion], and researched law and accounting firms. Eventually, I showed the results to my clients; they loved it, and I became fourth or fifth in sales in the United States and Canada for Norrell.

**GOALS:** Work goal: to make LeapFrog Solutions *the* federal marketing-communications firm. My personal goal is to get our girls into college.

**FAVORITE BOOK:** “Stumbling on Happiness” by Daniel Gilbert, and an off-the-wall one “Courageous Dreaming.”

**PERSONAL:** Martin lives in Oakton, Va., with husband Jean-Paul, and daughters Charlotte, 17, and Dominique, 14. They spend summers in a tiny French village, Brusque in Aveyron. Scuba-certified, Martin has her eye on another certification: in yoga.