

LISA SEIGNEUR

Chicago, IL • [linkedin.com/in/lisaseigneur](https://www.linkedin.com/in/lisaseigneur)

18th District Council Candidate

An accomplished, multi-faceted executive with an entrepreneurial mindset and extensive experience in developing and implementing transformational strategies that drive revenue, enable sustainable organizational growth, and optimize operations. Cultivates trusted business partnerships and stakeholder relationships at all levels, from customers to C-Suite leadership. An influential, servant leader who builds high-performing, empowered teams focused on achieving the organization's goals and objectives. Leverages a robust business and industry acumen within operational excellence, people management, and business development to improve processes, enhance performance, and propel innovation. Develops and implements strategic team solutions that allow for seamless collaboration and significant value-over-time results. Known for developing impactful strategy, serving as a change agent, and forging new relationships and synergies across industry titans (Amazon, Samsung Electronics, Microsoft, and Apple) to maximize financial performance, business continuity, and quality.

"I had the extreme pleasure of working with Lisa at Microsoft Retail. She is an enthusiastic and genuine people leader with a strong vision. She truly knows the business and can express her ideas and listen to others' equally well. Lisa is a true professional who is incredibly positive and motivating to her teams. She would be an asset to any organization lucky enough to have her."

– Jeanne Gorrell, HR Manager (Microsoft)

STRENGTHS

- Operations Leadership
- Strategic Planning
- Insights & Analysis
- Thought Leadership
- Best Practices
- Local & Global Practices
- Change Management
- Risk Management
- Resource Planning
- Data Analytics
- Cross-Functional Leadership
- Marketplace Operations
- Project/Program Management
- P&L Ownership
- Organizational Transformation

PROFESSIONAL EXPERIENCE

YOUTH FOR A BETTER FUTURE | CHICAGO, IL

Active Governing & Advisory Board Member – Experts • Nov. 2022 to Present

This Near North Chicago 501c(3) nonprofit organization is dedicated to educating and inspiring our youth in STEAM and its mission is to empower youth to become future leaders and servants of their community through positive mentorship. As an Advisory Board Member, I lead the Girls Youth Programming while supporting the Technology education, procurement, and the operational needs of the organization and its expanding vision.

METRO GROWTH CONSULTING, INC | CHICAGO, IL

Founder & CEO, Lead Consultant • 2022 to Present

Launched this consulting services business to fulfill my passion to provide transformational support to my community, by helping others define and maximize their Executive & Leadership Presence while developing the business acumen needed to succeed. My mission is to support the successful launches of businesses and careers that were not previously imagined. Metro Growth Consulting is not just a passion project, it meets the personal calling I've had over these last decades. It has been created to empower, influence, and educate leaders and professionals at all levels and guide their success. Metro Growth Consulting Inc. is a Women & Minority Owned business capable of providing services anywhere in the United States.

AMAZON | CHICAGO, IL

Head of Operations – Experts • 2018 to Dec. 2021

Recruited to develop and execute strategy focused on educating customers on smart home solutions. Drafted and presented weekly, monthly, and quarterly business reviews. Implemented continuous improvement models to swiftly identify gaps and performance stallers. Built and managed a contact center, remote monitoring, and extended warranty program from scratch for Amazon's RING and Alexa organizations including: General CS, Tier 2 Technical Support, Warranty Support, and Domotz (smart home remote monitoring). Complete oversight of strategic planning, P&L, resource planning, cross-divisional project management, growth, new service offerings, account relations, negotiations, contact center operations, change management, installations, partner relations, training, and HR functions. Directed a team of 10 direct and 145 indirect employees and administered a \$25M budget.

- Migrated the entire Amazon Smart Home Service organization to the RING (smart home security) organization and led the team, new lines of business, and former/new services. Consolidated and improved workflows.
- Launched new virtual RING smart security virtual consultation and smart home support services to optimize product offerings.

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- Managed Amazon Smart Home Service Amazon.com marketplace (ASIN development/billing/service dispatching & fulfillment).
- Designed and deployed a revised org chart with clearly defined role functions, leveling criteria and career path progression which enhanced morale and culture. Executed talent planning and full lifecycle personnel/HR with a 99% retention rate.
- Hosted Townhall Meetings and implemented employee listening mechanisms to pulse, address, and resolve engagement, performance, and CX blockers.
- Cultivated robust relationships with commercial homebuilders and executed the success installation of both Alexa and RING into 40k+ newly constructed homes per year.
- Guided mechanism development and process automation as well as facilitated a new career growth planning tool "Ingenii" for senior executives of the Amazon Devices organization.
- Managed the first specialized tradesman team with a 4.95/5 Average Star Rating for consumers and commercial partners.

SAMSUNG ELECTRONICS | CHICAGO, IL

District Sales Manager • 2014 to 2018

Implemented national skill development and succession planning systems. Defined consistent competency language and managed talent calibration and professional development. Took ownership of representing the brand across the largest territory in the US, a 1,500-store region encompassing Chicago and surrounding area, Indiana, and Wisconsin, with responsibility for all National Retail locations plus all partner doors. Oversaw 10 direct reports, 120 indirects, 7 market managers as well as third party labor providers (Mosaic, Premium Retail, 20/20). Expanded leadership to steer the totality of Samsung's presence and footprint within retail stores, growing regional revenue from \$183M to \$400M.

- Turned around underperforming sales and low morale, instilled a high-performance culture.
- Awarded "Top Sales District" for FY2015 and H12017 in sales achievement.
- Designed an execution guide to streamline field communications and maintain brand consistency, ultimately cascading to other areas within Samsung, while I centralized US field team operations workflows to uniform Samsung's brand consistency across all retail touch points.
- Launched 3 professional systems: (1) FYI: For Your Improvement by Lombardo & Eichinger, (2) StrengthsFinder, (3) 9-Box Grid: Talent Calibration and Succession Planning

MICROSOFT | SCHAUMBURG, IL

General Manager • 2009 to 2014

Joined the corporation to guide the launch of retail stores across the US to serve as a touch point for customers. Partnered with Microsoft's COO, Kevin Turner, and led a team of 50 employees to drive adoption, generate demand, and manage consultative/solution software and device selling. Defined scope of business development, drove new sales, and capitalized on new opportunities, often while working with limited resources. Managed P&L, community outreach, account management, pipeline management, branding, and B2B/B2C sales (small and medium business/enterprise).

- Fully understood the MS ecosystem and how to best align with other business sectors of the Microsoft.
- Executed a growth-focused strategy to excite customers about new hardware and software and to understand the one solution.
- Managed proposal writing, bidding, sales negotiation, product & service deployment, and all post-sale support (technical & staff education/integration).
- Sourced leads from all business types and the Education sector. Developed and launched a digital classroom course curriculum for teachers' adoption of newly installed classroom technology.
- Grew omni channel sales by 20-50% through targeted community engagement, local marketing initiatives, and title sponsorships.

INSTANT IMAGING PHOTOGRAPHY | CHICAGO, IL

Founder • 2003 to 2009

Managed all aspects of operations of event photography & marketing agency. Scaled and led a staff of 15. Expanded service offerings and professional capabilities to drive growth. Executed a growth model that served 30+ recurring weekly events successfully.

ADDITIONAL EXPERIENCE

STILOSIO • Director of Marketing • 2008 to 2008 | Chicago, IL

APPLE • Senior Manager • 2001 to 2007 | Chicago, IL

EDUCATION & COMPETENCIES

TROY UNIVERSITY | Interdisciplinary Studies

AUGUSTANA COLLEGE | Business Administration & Management

CERTIFICATIONS | Chicago Police Department - Citizen's Police Academy (In Progress), Certified Trainer, For Your Improvement System for Development & Coaching (Lombardo & Eichinger); Certified Trainer, Strengths Finder System (Tom Rath)