

Lisa Harmon, Principal & Founding Partner, Smith-Harmon

Lisa Harmon is a principal and founding partner of Smith-Harmon, a premier email marketing strategy and creative services agency. Smith-Harmon works with leading brands to maximize creative experience and program performance. Lisa is an Email Roundtable moderator, chairs the EEC Design Committee, and actively contributes to edm.smith-harmon.com and blog.emailexperience.org. She is also a director of the Harmon Foundation, which this year will donate \$400,000 to fifty charities around the world.