



Lance Leasure, Co-Founder of OrangeGerbera, has served as an advisor and brand/marketing strategist since June 2007. Since transitioning his role and formally joining the organization as a fulltime employee in October 2009, Lance has served a variety of roles leading many aspects the business. He is passionate about providing solutions to complex challenges leveraging the best possible technology and talent available given his clients' circumstances.

Lance thrives on nurturing the customer relationship, measuring and responding to real time metrics and the delivery of quantifiable results. He sets high standards for himself and those with whom he works in anticipation of always exceeding the expectations of clients. Lance respects the client's position and circumstances, yet never shies away from prescribing the best approach. He believes these facets to his work lead to the positive impact on the return on investment OrangeGerbera provides.

Lance began his career in 1993 at Time Warner Media Services (formerly CableTime), and from there spent three years at AT&T Media Services in various account and sales management positions increasing in responsibility from account executive to national sales manager. During the "Dot Com boom" of the late 1990's, he briefly served as business development manager and site producer for boats.com/yachtworld.com before being recruited by Catalysis, a Seattle based interactive marketing agency.

Lance dedicated nearly nine years to the successful positioning and transformation of Catalysis from a global logistics vendor with one primary client and little emphasis on diversification, to a full-service interactive marketing agency with over \$10 million in revenue and a diversified list of clients and active prospects including Microsoft, Warner Brothers, Starbucks and many others. As managing Director, Lance applied the same principles outlined above in leading his team to successive years of increased growth and profitability up to and including one of the most turbulent and challenging economic periods in US history, and left the company poised to continue its ascent as a leading marketing services provider.

Lance is a graduate of Texas A&M University with a bachelor's degree in business administration with an emphasis in marketing. He lives with his wife in Seattle, and enjoys traveling and outdoor activities such as surfing, sailing, hiking, skiing and snowboarding.

Lance has extensive organizational development, leadership, sales and marketing experience as outlined in the following work history:

- OrangeGerbera 2007 - Present
  - Co-Founder
- Catalysis 2001 - 2009
  - Managing Director
  - Project Management Director
  - Program Services Manager
  - Program Manager & eMarketing Manager
- YachtWorld.com/boats.com 2000 - 2001
  - Business Development Manager & Site Producer
- Comcast Media Services (Formerly AT&T and TCI Cable) 1997 - 2000
  - National Sales Manager
  - Account Executive
- Time Warner Media Services (formerly CableTime) 1993 – 1997
  - Regional Manager
  - Sr. Account Executive