

# LISA HENDERSON

Chief Strategist, Products and Insurtech

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## Current Responsibility

Lisa serves as chief strategist, products and insurtech for Milliman. Lisa is responsible for product marketing strategy, sales growth, and brand development. She specializes in strategy as it relates to products and insurtech consulting services.

## Professional Work Experience

Lisa has more than 20 years of executive management experience with technology companies, with a focus on implementing market-driven strategies and solutions. Prior to Milliman, Lisa served as EVP of sales and marketing for DFA Capital Management (acquired by Conning Asset Management), where she created and built product marketing and business development functions and grew strategic partnerships with global brands.

Prior to DFA, Lisa served as CEO of Princeton Softech (acquired by IBM), pioneering a new category and market for data archiving and information life cycle management. At Princeton Softech, and in her role as EVP of operations for LivePerson, Lisa implemented strategic and operating planning processes based on market research and assessments, to achieve business objectives.

## Education

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## Affiliations

Lisa has been invited to speak at various regional and national conferences and is a guest lecturer at the Wharton School at the University of Pennsylvania. Recognitions include:

- Named as Ernst & Young Entrepreneur of the Year
- Received a New Jersey Women in Technology Award
- Selected as a one of Business News New Jersey's 40 under 40 winners.