

# CHARISA MCNAIR

Director of Marketing LTS

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## Current Responsibility

Charisa currently serves as the director of marketing for Milliman's Life Technology Solutions (LTS) practice and is responsible for marketing strategy, brand development, sales enablement, and content planning and execution across multiple channels. She also works in close collaboration with Integrate® and MG-Triton® sales and product development leaders. Charisa joined the firm in 2015.

## Professional Work Experience

Charisa is a senior marketing and business development professional with more than 20 years of experience at the national and international level with publicly traded and privately held enterprises in publishing, marketing services, technology, and defense.

Her most recent leadership role was as Director of Pursuit Management for the Americas at Williams Lea and Tag, a global BPO and brand services company previously part of the Deutsch Post DHL supply chain, (now owned by global private equity investors, Advent International). While with Williams Lea, Charisa led the successful recruitment, implementation and development of a blended onshore and offshore marketing and sales enablement team and process.

Prior to that, she held marketing roles of increasing responsibility with the Los Angeles Times, Time Inc.'s Synapse Group and a direct marketing services firm in Connecticut.

She began her career working closely with engineering and software development teams at leading technology and defense firms in direct collaboration and support of customers including the United States Air Force and NASA Ames Research Center.

## Professional Designations

- Program on Negotiation at Harvard Law School
- CEB Marketing Leadership Council (now a Gartner subsidiary)
- Academy of Digital Media, a Laredo Group Company

## Education

- Certificate, Marketing Strategy, Cornell University
- BS, Business Administration, California State University, Long Beach
- AA, Business Administration, El Camino College

## Affiliations

- Taproot Foundation, NYC Founder's Circle
- Member, International Association of Business Communicators (IABC)
- Member, Advertising Women of New York (AWNY), rebranded She Runs It.
- Member, Board of Directors and Marketing Committee Chair for The Warrior Connection, a non-profit committed to improving the overall well-being of military veterans and their families.
- Charisa provides pro bono marketing and brand strategy services to New York non-profits, including fulfilling service grants for the Metropolitan Opera Guild, Harlem Commonwealth Council, STEMteachersNYC and others over the past twelve years.