

Lisa Cantor, PMP

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Strategic Program Manager

PROFESSIONAL SUMMARY

Strategic Program Manager with **20+ years of experience** leading cross-functional teams through complex product launches, digital transformations, and organizational change across biotech, consumer products, and technology services. Proven track record managing end-to-end product lifecycles, implementing process and technology, and driving operational excellence in both startup and Fortune 500 environments. Expert in commercialization project management, process optimization, and stakeholder engagement.

KEY ACHIEVEMENTS:

- Led startup growth from \$0 to \$32M+ annual revenue over 11+ years at Virtue
 - Managed 400+ product launches including Time Magazine's Best Inventions 2024 winner
 - Trained 50+ professionals across multiple organizations in project methodologies
 - Supported \$40M+ in sales volume across global markets at StriVectin
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PROFESSIONAL EXPERIENCE

Strategic Project Manager, Virtue Labs LLC, Raleigh, NC (Remote), Oct 2013 – Present

Facilitate company development from startup phase through \$32M+ annual sales, supporting brand founding in 2015 and successful market launch in 2017

- **Team Leadership:** Cross-functionally manage 30+ internal team members and consultants plus 6-person overseas development team with \$800K+ annual development budget
- **Product Portfolio Management:** Manage lifecycle for 400+ SKU launches, including product awarded Time Magazine's Best Inventions of 2024 recognition
- **Revenue Generation:** Execute high-impact sales initiatives including Good Morning America microsite campaigns and affiliate programs generating \$1M+ per top-performing show
- **Digital Strategy & Operations:** Lead comprehensive web development strategy, e-commerce operations, and specialized projects

Consultant Business & Project Manager, Independent Practice, Jun 2013 – Present

Deliver complex projects for diverse clients across beauty, biotech, and non-profit sectors, maintaining on-time delivery and constant process improvement

- **Team Development & Training:** Trained 50+ team members across client organizations in project collaboration tools and methodologies
- **Leadership Development:** Mentor junior project managers on timeline development, cross-functional team management, and process optimization strategies
- **Process Innovation:** Design automated workflow systems and standardized methodologies adopted by 5+ client organizations post-engagement
- **Strategic Change Management:** Lead cross-functional project teams while providing strategic change management support and facilitating successful technology adoption

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Operations Consultant, Nature Labs, Los Angeles, CA (Remote), Jun 2024 – Sept 2025

Lead comprehensive operational transformation for emerging beauty brand's retail launch and Go-To-Market expansion strategy

- **Digital Process Automation:** Designed and implemented automated workflow systems using Asana, streamlining new product development creative brief and approval processes
- **Dashboard Development:** Created centralized Launch and GTM dashboards managing concurrent 5-year product initiatives and launch support planning across rolling 6-month lead times
- **Team Structure Optimization:** Developed enhanced RACI frameworks and approval processes for cross-functional commercialization teams
- **Workflow Innovation:** Established automated creative request system and specialized brainstorming tools for paid advertising and email marketing support

Director Project Management, Strivectin, New York, NY, Jul 2009 – Aug 2012

Developed strategy and led management of new product development and optimization across global markets, contributing to \$40M+ total sales volume during tenure

- **Global Market Expansion:** Managed product launches across international markets including EU, Latin America, Asia, and BRIC regions
- **Strategic Initiatives:** Led corporate projects including brand acquisitions, business team integrations, China launch preparation, and software analysis initiatives
- **Cross-Functional Leadership:** Coordinated cross-functional teams ensuring on-time delivery and adherence to cost and gross margin targets

Transition Project Manager, Procter & Gamble, New York, NY, Mar 2008 – Mar 2009

- **Integration Leadership:** Led seamless transition of acquired premium brand Fekkai into P&G organization, preserving unique brand identity while achieving integration objectives
- **Strategic Planning:** Developed comprehensive integration plans outlining key milestones, resource allocation, and communication strategies to maintain brand continuity
- **Change Management:** Implemented processes minimizing disruption to both acquired brand and existing organization during transition

Director of Project Management, Chrysallis, LLC: Fekkai, Niadyne, Canyon Ranch Products, Oct 2005 – Mar 2009

- **Executive Partnership:** Collaborated directly with executive team on long-term corporate strategies and projects leading to successful corporate sale and migration to Procter & Gamble leadership
- **Product Commercialization:** Directed commercialization process for new product launches across three premium brands ensuring on-time delivery and adherence to cost and gross margin targets
- **Creative Operations:** Led creative approval process and managed traffic coordinator overseeing execution of artwork flow and production of packaging, collateral and displays

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Project Manager, Commercialization, Bath & Body Works, New York, NY, 2003 – 2005

- **End-to-End Product Management:** Led development and launch of new personal care products from concept through manufacturing, marketing to store placement
- **Timeline Management:** Managed critical timelines and execution points ensuring on-time launches while defining and communicating success factors to project teams
- **Risk Assessment:** Delivered risk assessments, data analysis and alternative solutions to key decision-makers regarding product quality and financial exposures

Product Manager Information Technology, Invest Financial Corporation, Tampa, FL, 1998 – 2003

- **Stakeholder Management:** Collaborated with clients, traders, developers, and designers to gather and translate business requirements into detailed product specifications
 - **User Experience:** Partnered with third-party providers to create intuitive user-friendly interfaces enhancing user experience and driving adoption
 - **Quality Assurance:** Defined comprehensive test plans and collaborated with QA teams ensuring software met high standards of quality, performance, and security
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CORE COMPETENCIES

Program Management: Strategic Planning • Product Commercialization • Cross-functional Leadership • Process Optimization • Change Management • Digital Transformation

Industries: Biotech • Consumer Products • Beauty & Personal Care • Financial Services • Non-profit • Technology Services

Methodologies: Project Lifecycle Management • Stakeholder Engagement • Risk Assessment • Team Development

Tools & Platforms: Asana • Jira • Smartsheet • Trello • Figma • Miro • Magento • WooCommerce • Make • Google Workspace • Microsoft 365 • AI Tools (Claude, ChatGPT) • LiveChat (HelpDesk, ChatBot) • Canva • Kit (formerly Convertkit) • Slack

EDUCATION & CERTIFICATIONS

Certifications & Professional Development:

- PMI Project Management Professional (Feb 2024)
- Asana Workflow Certification (2024)
- Co-Active Training Institute – Coaching Fundamentals & Fulfillment (2021-2022)

Bachelor of Science, Business Administration

University of South Florida, Tampa, FL, Concentration: Management Information Systems, 1992-1997