



Lura Lee

Strategy and Communications Executive

760-715-7721 Lura@LuraLee.com

Lura has over 15 years of leadership in business strategy and corporate communications. Lura has the proven ability to translate ideas into action; enabling teams to produce tangible, bottom line results.

EXPERIENCE

L2ideas

2008 – Present

President

L2ideas is an outsourced Strategy and Technology implementation business, specializing in technologies that enable employee communications and data coherence.

- **Developed Walmart's Multi-Year Strategy for Internal Digital Communications.**
- **Deployed Walmart's Global Associate Communications Platform**, matrix-managing 175 associates to deliver their first ever, truly global intranet/extranet for 2.2M associates across 55 brands, 15 countries, and 6 languages.
- **Re-aligned Walmart's Global HR/Communications Department business needs with technology solutions**, including collaboration software, digital asset management, and identity management systems, saving the company an estimated \$12M dollars annually.
- **Participated in strategic ideation** of Intuit's multi-year strategic technology roadmap.
- **Coordinated technology communication strategy** related to Intuit's Quincy Data Center Migration and virtualization strategy. This strategy required code re-writes for several critical programs; the end result of the changes were energy savings of millions of kilowatts per year.
- **Executive Communications ghost-writing** and briefings related to Technology Compliance (PCI, Directive 95/46/EC, EuroSOX, and Safe Harbor) for Irdeto, an international cable-sports content provider.
- **Trail-blazed the use of Artificial Intelligence** technology for the purposes of Communications and HR departments.

Upend Communications

2013 – 2014

Founder and CEO – Outsourced Corporate Communications Executive

Upend Communications is outsourced MarComm help, offering specific products that help communicate more effectively by using video, native marketing, and organizing key executive messaging.

- **Created and delivered comprehensive messaging**, branding, and best practices internally and externally for multiple clients, supporting growth of 25% year over year.
- **Developed new channels** and shaped MarComm strategy, including: videos, native marketing content, and social media, increasing conversion rates by 10%

- **Invented and oversaw initial execution** of an off/on-line \$50M fundraising campaign.
- **Delivered Pre-M&A Communications**, increasing perceived value +1M above valuation.
- **Crafted Executive messaging for CEO and multiple Board members**, invited to influence / participate in key decisions for various clients.

Controls Integrity

2008

Vice President

Controls Integrity is an outsourced Internal Audit company.

- **Re-engineered firm's audit practice**, positively impacting the bottom-line by 25%

Coalfire Systems

2007

Director

Coalfire is an external audit company, specializing in technology security compliance.

- **Managed multiple, simultaneous external audits globally**, leading a team of 35 auditors, for a total of 25 completed audits, using both in-person and remote teams.
- **Revenue responsibility:** increased mature client revenues by 400%

Intuit

2005 – 2007

Manager

- **Streamlined SOX Year 2 audit program**, reducing costs by over \$10M.
- **Built talent and processes**, with a team of six and matrix-management of over 75 employees.

The White House

1996 – 1997

Writer – Executive Office of the President

- **Crafted letters and messages for President William Jefferson Clinton**, and acted as final editor for some official letters and proclamations.

Graduate & Undergraduate Education

The American University, M.A. History 2000

George Washington University, M.A. History 1999

Florida State University, B.A. Classics 1994

Executive Level Education & Certifications

- *Aji Network, Palo Alto, CA Executive Business Education, 2008 – 2014 (E.M.B.A.)*

- *Agile Scrum Master, ITIL, LEAN Six Sigma Certifications*

- *Certified IS Auditor (CISA)*

- *DBA – SQL Server Database Certified*

Lura is an award-winning modern abstract artist. She enjoys reading mainly non-fiction: history and philosophy, and has traveled internationally for work and pleasure to both Asia and Europe. Lura gives back by developing foster-youth and by volunteering at hospitals with her certified therapy-dog, a retired greyhound.