

Lisa is responsible for leading the health sector at Twitter. She oversees all health client partnerships as well as Twitter's market positioning in the health space. Prior to joining Twitter, she was a Senior Director at Healthline Media where she led a sales team delivering significant growth from industry leaders, such as Eli Lilly and Takeda. Lisa is passionate about connecting health marketers with consumers whose lives they can change and has spent the past 9 years at Healthline tirelessly bringing forward innovative ways for advertisers to do just that.

Before entering the health space in 2011, Lisa led the travel vertical at Meredith Corporation as the Advertising Director. In her time there, she led the team to capture the #1 share of market from the #4 spot when she arrived. Prior to that, she was the Managing Director, Travel at The New York Times, leading the company's 3rd largest advertising team and serving on the task force charged with integrating their print and digital teams.

Lisa earned her AB from Smith College and lives in Irvington, NY. Follow her on Twitter [@BookwalterLisa](https://twitter.com/BookwalterLisa)