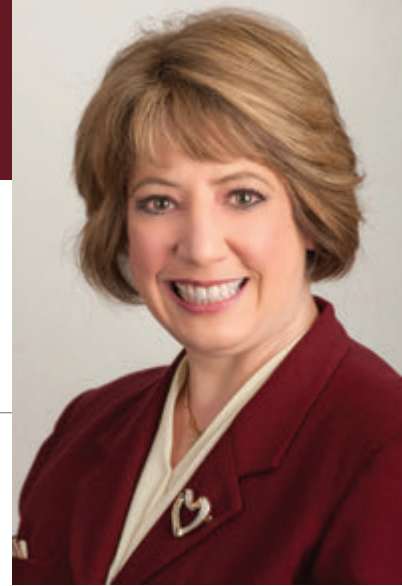


Lisa Sasso, MBA, CPCC, PCC

Coach & Motivational Speaker



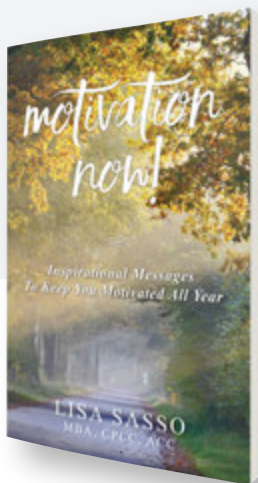
“Acting as your trusted advisor, I empower professionals to use passion to live your best life and to achieve goals with confidence, accountability, balance and gratitude.”

– Lisa Sasso, MBA, CPCC, PCC

MOTIVATION NOW!

BY LISA SASSO

This handy pocket size book gives you inspiration and motivation. Keep it by your bed, your bath, or in your bag so that you have motivation wherever you go. Based on years of Lisa's writings and true stories, this book is a must have for people that want motivation in their lives.



Lisa is a commanding motivational speaker who has delighted audiences in the medical device/life science fields. She helps individuals set and achieve professional goals, maintain work/life balance and ultimately, reach their greatest potential.

Lisa will help you and your audiences to:

- Follow your passions and achieve your goals
- Dominate in your industry and lead your peers
- Define your vision, mission, and values
- Move through transition and reach your full potential
- Live life in balance and in gratitude

“Lisa is articulate; engaging and commands a strong presence in front of a ‘crowd’. She is able to explain complex concepts using real-life experience which brings the point ‘home’. It’s obvious to any observer that Lisa is really smart and also knows how to listen. This comes in handy during any Q&A portion of a meeting. I know that Lisa can carry a large room full of people as well as a small intimate engagement, she’s terrific.”

Lyn Kaplan, Business Performance Advisor, Insperty

“Whenever I see Lisa speak, she is a commanding figure, and has a manner that is open and responsive. She engages with the audience, solicits feedback, and can shift on the fly as needed. Despite her ability to act on her feet and improvise, her preparation is paramount. Lisa truly cares about her role as a role model, and as such, her passion comes through in spades when she commands the room.”

Alan Raider, Manager, Sales & Solutions MedTech, EvaluatePharma USA, Inc,

ADDITIONAL MEDDEV COACHING SERVICES

EXECUTIVE COACHING WITH LISA

After 20 years of successful business management, building organizations and developing skilled professionals, Lisa understands the executive role. She has been an entrepreneur and has experienced the challenges and excitement of working on novel medical devices to bring these technologies and services to the marketplace. What sets Lisa apart is her ability to challenge you, foster your internal creativity, and demonstrate that you ultimately hold the answers. Lisa is your confidant, accountability partner, personal trainer and cheerleader. She will always focus the discussions on your agenda.

LEADERSHIP TRAINING

What does your organization need to move forward? Where and how is leadership exercised? At the board or executive committee level, Lisa assists your leadership team to establish and/or improve the core aspects of setting the business course. This includes defining corporate vision, mission, values and objectives. Leaders must ensure these items are not only created, but also communicated, understood, and in alignment. Lisa works with teams to allow them to focus on what is most important. She helps you to consider stakeholder concerns, the corporate culture, and other critical issues to give your business the best opportunity for success.

CAREER TRANSITIONS GUIDANCE

For the past 10 years, Lisa orchestrated and led the seminar, "Transitioning into and within the Medical Device Industry." Enlightening hundreds of people, Lisa has helped scores of people from all disciplines to transition into the medical device industry. She does this through a process of interview, discovery, values assessment, visualization and coaching based on the client's agenda. This approach has yielded a 90% success rate for those committed to the process.

ABOUT LISA SASSO, MBA, CPCC, PCC

As an Executive Coach, Lisa empowers aspiring leaders and executives in the medical device and life sciences fields to achieve personal and professional goals, maintain work/life balance, and ultimately reach their greatest potential.

As an entrepreneur, Lisa experienced the challenges of working on novel medical devices. She demonstrated her leadership skills as co-founder of Radi Medical Systems, Inc., a high-tech medical device company specializing in innovative cardiology products (wholly owned subsidiary of a multinational firm). During her six-year tenure as president/CEO, she grew the company from inception to revenues of \$28M with profitability. Lisa was recognized and ranked #28 out of 100 Women Led Businesses in Massachusetts in 2004.

Lisa is an inspiring motivational speaker who has delighted audiences including entrepreneurs, business leaders, professionals, working mothers, people in transition, and students. Lisa earned a BBA in marketing and a BA in economics, from the University of Massachusetts; and an MBA from Bentley University.

CONTACT LISA TODAY!

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BONUS: Sign up to receive Free Motivational Messages at www.MedDevCoach.com

BOOK LISA FOR YOUR NEXT EVENT

Lisa speaks on topics of Transition, Leadership, Goal Setting, Values, Team Building and much more. Her Keynote speech is *Follow your Heart*

Call 781-872-1045 today!

CERTIFICATIONS



AFFILIATIONS

