



Senior Consultant

Lisa Armstrong

Shell Knob, Missouri

Lisa Armstrong is a leadership development consultant, executive coach, and sales-training expert with over 25 years of experience designing and delivering high-impact leadership and commercial effectiveness programs. What makes Lisa unique is her rare combination of deep sales experience and advanced leadership development expertise. She does not teach leadership or selling from theory alone—her work is grounded in real-world application, built from decades of leading teams, driving revenue, and developing talent in highly competitive environments.

Lisa spent 18 years in the pharmaceutical industry in a variety of commercial-facing roles, including sales leadership, marketing, and training. During her pharma career, she led large sales teams, partnered closely with marketing and brand teams, and built sales and leadership training programs that supported performance, consistency of messaging, and confidence in execution. Her firsthand experience in the field allows her to design training that reflects the realities sales professionals face—time pressure, competitive noise, objection handling, and the need to deliver clear, compliant, and compelling messaging with confidence.

In addition to her pharmaceutical background, Lisa held senior leadership roles at ECI Software Solutions, where she helped design and scale enterprise-level sales training, leadership development, and high-potential programs. She played a significant role in supporting ECI's growth from a \$50 million organization to a \$500 million company over an eight-year period. Her work focused on building leadership capability at scale, strengthening frontline and mid-level managers, and helping the organization achieve "Great Place to Work" certification 8 years in a row.

Lisa's work is grounded in emotional intelligence, neuroscience, and proven leadership and sales frameworks, with a strong emphasis on mindset, communication, trust, and execution under pressure. She is known for translating complex concepts into practical, actionable tools and takeaways that leaders and sales teams can immediately apply—no high-level theory, no academic abstraction, just what works in the real world.

Throughout her career, Lisa has partnered with individual contributors, emerging leaders, senior leaders, and C-suite executives across industries including pharmaceuticals, medical device, SaaS software, technology, manufacturing, and distribution. Her facilitation style is dynamic, engaging, and highly practical, making her a trusted partner for organizations seeking measurable, sustainable impact through people development.

Highlights

Lisa values continuous learning, personal growth, and spending time with her husband, 3 boys and 2 dogs.

Lisa enjoys fitness, travel, and building experiences that bring people together - both personally and professionally.

Lisa is very involved in her church and the community and spends a lot of time serving and mentoring others.

Education

- Bachelor of Science in Business and Marketing, Kansas State University
- Southern Methodist University (SMU) Entrepreneurship Program
- Certified in Challenger Sale
- John Maxwell Certified Trainer, Speaker and Coach
- EQ-i 360 Certified
- Center for Creative Leadership (CCL) Benchmark 360 and Benchmark for Executives certified