

6TH ANNUAL

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# MULTICULTURAL MARKETING SUMMIT



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Lexicon Marketing, LLC

*Karissa Price, Vice President, Growth Initiatives* – Dr. Price, joined Lexicon as Director Marketing/Business Development in spring of 2001. Prior to that, Dr. Price was Vice President of Corporate Development and Strategic Planning for Silicon Planet, an Internet startup venture focused on technology solutions for fundraising organizations. Previously, Dr. Price was a consultant for the Boston Consulting Group a leading strategic business-consulting firm focused on the Fortune 100. Based in Los Angeles, Dr. Price helped a variety of firms-from the entertainment, transportation, energy and financial industries-create strategies to enter new markets, grow their existing businesses, acquire and integrate strategic targets. Dr. Price is a graduate of Harvard University, with a Doctorate degree in International Political Economy. Dr. Price's current responsibilities at Lexicon include development and implementation of company strategic and marketing plans, market and customer research, brand management, business development activities, Product Development and International and Institutional Sales. While at Lexicon, she has launched seven new business lines in the US, Disney's World of English, Olympia Cookware, Computación sin Barreras, Profesiones sin Barreras, Su Hogar sin Barreras and most recently, Mundos sin Barreras and GED sin Barreras. She has also expanded the companies marketing channels to include event/promotions marketing, Internet marketing, direct mail and cross-marketing with strategic partners.