

## Communications Contacts

Jeannie Frantz  
Corporate Visions, Inc.  
[jfrantz@corpvy.com](mailto:jfrantz@corpvy.com)  
775-831-1322

Meghan Locke  
Davies Murphy Group, Inc.  
[cv@daviesmurphy.com](mailto:cv@daviesmurphy.com)  
781-418-2434

## FOR IMMEDIATE RELEASE

### Corporate Visions Appoints Lisa Cummings as New VP of Products

*Sales and Marketing Veteran Lisa Cummings to Help Expand Company's Product and Services Portfolio*

**INCLINE VILLAGE, Nev. – February 15, 2012** – Corporate Visions, Inc., the leading [sales and marketing messaging](#) company, today announced that [Lisa Cummings](#) has joined the company as its new vice president of products. In this role, Cummings will be responsible for identifying, building and managing new products and product enhancements for Corporate Visions.

With more than 15 years of experience in global marketing, enterprise sales, instructional design, facilitation and training, Cummings has developed products and delivered marketing and communications programs and skills training to more than 9,000 participants in 14 countries. Under her leadership, consulting teams were responsible for product and service delivery to approximately 6,500 client companies.

"I'm thrilled to join Corporate Visions and help clients turn their complex messages into simple, compelling stories and conversations," said Cummings. "All too often, sales and marketing professionals underestimate the importance of breaking through the status quo in order to create more opportunities, and the tools that Corporate Visions provides help them do just that, which puts a significant number of new deals on the books."

As founder and principal at Leader's Lens, a training consulting firm, Cummings delivered training solutions to marketers from around the world. Previously, she served as a strategic delivery partner for the office of the CMO at Dell, where she built eLearning and in-person training products that helped bolster brand positioning, lead generation, storytelling, creativity and messaging.

"To be a recognized leader, you need to continually innovate and create new and original intellectual property, and then translate those ideas into products and services that have the integrity and rigor of real product development behind them," said Tim Riesterer, chief strategy and marketing officer for Corporate Visions. "Lisa has the experience and proven success to build our next-generation products and continue to enhance the current Corporate Visions solutions portfolio."

#### **About Corporate Visions, Inc.**

Corporate Visions, Inc. helps global business-to-business companies create more sales opportunities, overcome the status quo, and win more deals by improving the conversations sales representatives have with customers. Companies engage Corporate Visions in three key areas:

- Developing differentiated messages that concentrate on customer needs;
- Deploying tools that support critical steps in the buying cycle and that salespeople will actually use; and
- Delivering sales skills training that teaches salespeople how to tell their story in a way that is impactful, engaging and memorable.

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Corporate Visions helps clients such as ADP, Dell, Dow Jones, GE and Oracle align marketing and sales with a repeatable methodology for creating unified, sales-ready messages that lead to winning conversations with customers. For more information about Corporate Visions visit [www.corporatevisions.com](http://www.corporatevisions.com) or call 775-831-1322 or 800-360-SELL.

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