

Lisa Peskin

Description

[LisaPeskin1](#)

Chief Executive Officer and Founder

Lisa.Peskin@BusinessDevelopmentU.com

www.linkedin.com/in/lisapeskin

Lisa Peskin, CEO, has more than 25 years of experience in sales performance and management. Throughout her career, she has developed an award-winning reputation as a motivational and results-oriented sales professional. After a successful career as Vice President of Sales for Automatic Data Processing (ADP), running a 40 man sales force, Lisa launched her own sales training, consulting and coaching business in 2003. Since then, Lisa has helped thousands of sales professionals and sales managers increase their sales through training, just in time support and programs designed to maximize opportunities and drive ROI.

Lisa launched Business Development University in 2010 with the goal of helping sales and sales management professionals maximize their performance and potential. Lisa and her team are passionate about making an impact on individuals, teams and companies by helping them fill their sales pipelines with more qualified prospects on a consistent basis, close more business and ultimately exceed sales goals and expectations. In addition, the BDU team helps individuals that are managing and running sales teams to be as effective as possible in developing and motivating their sales associates to ultimately maximize their performance.

Lisa received a Bachelor's degree in Psychology from Pennsylvania State University and an MBA in Marketing from Temple University. Lisa resides in Upper Dublin, PA and is married with two children.

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Author

admin