

IMAGEN Brands Announces and Welcomes Lisa Brooks as Vice President of Marketing



Lisa comes to IMAGEN Brands from outside the promotional products industry, holding leadership roles in consumer packaged and durable goods organizations. “I am excited to lead imaginative thought and drive disruption for IMAGEN Brands, strengthening trade relationships while delivering profitable growth,” says Brooks. “I am eager to immerse and understand the promotional products business, forge solid partnerships and collaborate to elevate awareness and success for the industry as a whole.”

Lisa will oversee the Marketing and Category Management teams for both Crown and Vitronic brands based out of the IMAGEN Brands headquarters in Mason, OH.

“Lisa brings a wealth of knowledge in marketing and product development along with new ideas to our IMAGEN Brands marketing teams,” says Paul Lage, President of IMAGEN Brands. “We are confident that her leadership will bring a new level of success for our company.”