



Lisa Watson

Chairman, Direct Marketing Association of Singapore & Regional Commercial Business Development Manager, HP Digital Press Solutions, Asia Pacific & Japan

In Asia since 1991, Lisa Watson is an expert business and marketing specialist with agency, technology and consulting experience. She is an active advocate of the Direct Marketing industry and has served as Chairman of the Direct Marketing Association of Singapore since 2002. She represents the direct and interactive marketing industries on several Singapore Government Councils including the Advertising Standards Authority of Singapore and WDA's Creative Industries Manpower, Skills and Training Council. She has over 25 years of marketing, consulting and advertising experience.

Ms Watson joined HP in 2010 and now leads commercial business development within its Graphic Solutions Business across Asia Pacific & Japan. Her prior experience includes nearly 10 years as an entrepreneur at Ibis Intelligence Services and over 16 years in advertising and CRM agencies including Leo Burnett, Young & Rubicam, Wunderman and OgilvyOne.