



Lisa Campbell

Vice President, Geospatial Solutions

Lisa Campbell is vice president in charge of Autodesk's Geospatial Solutions. In her role at Autodesk, she is responsible for the company's vision and strategy for geospatial technologies, as well as for the development of AutoCAD Map 3D, Autodesk MapGuide Enterprise, Autodesk MapGuide Studio, AutoCAD Raster Design, Autodesk Utility Design, and Autodesk Topobase. She is also responsible for industry solutions for key markets including government, utilities and telecommunications.

Prior to Autodesk, Campbell served as the vice president of marketing and product management for Evolve where she was responsible for all marketing functions for the Service Delivery products, including brand, market strategy, marketing communications, product marketing and product management. She also served as executive vice president of marketing and product management at NONSTOP Solutions, a provider of enterprise applications for the supply chain market. Additionally, Campbell has held executive-level marketing positions at FirstWave Technologies Inc., Sterling Software Inc., and Digital Equipment Corporation.

Campbell has over 20 years software industry experience with extensive knowledge in marketing and launching enterprise software products, developing and implementing market strategies, building brands, managing strategic alliances and developing communications plans.

Campbell holds a bachelor of art degree from Boston College, where she graduated summa cum laude, and an MBA with a concentration in marketing from Babson College.