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## **LISA R. BARWICK**

### **Vice President of Marketing, Vocational Segment**

Lisa Barwick is the Vice President of Marketing for the Vocational Segment which includes Pierce Manufacturing, Oshkosh Airport Products, Frontline Communications, MAXIMETAL, McNeilus, Oshkosh S-Series and IMT. In her role, Lisa is responsible for establishing and implementing strategic and tactical marketing plans designed to strengthen market opportunities, build brand awareness and generate demand for the Vocational Segment brands. Her responsibilities include overseeing Pierce's dealer education, the marketing teams and all marketing initiatives focusing on bringing alignment, consistency and synergy across the entire Vocational Segment.

Lisa joined Pierce Manufacturing in 2009 and has amassed tremendous leadership experience while building a diverse and distinguished career in a variety of roles including leading the aerial business unit and product management. Lisa has been involved in bringing many innovative products to market and has brought Pierce's dealer training and education to new levels by pioneering LEADS (Learning, Education, and Development System).

Lisa is a graduate of the University of Wisconsin-Madison with a Bachelor of Science in Engineering Mechanics. She has held positions in sales, marketing, business development, and engineering both at Pierce and other companies including Cummins Engine Co. and Pfizer Pharmaceuticals.