

Senior Director, Activation

Lisa McFarland



At Human8 (previously InSites Consulting), Lisa has worn many hats, including Account Strategist, Manager, Team Leader, coach, and subject matter expert. By leading accounts such as Coca-Cola, Chick-fil-A and P&G, she has partnered with all client functions across our offerings, giving her unique insight into the challenges and opportunities faced by global brands.

Her superpower is to simplify complexity into meaning. She brings clarity to client needs and deploys actions to achieve their vision. This skill empowered her to build our Activation capability, and she will continue to expand this space for Human8. Lisa is energized by pushing boundaries and embracing new challenges. She believes in the collective genius and flexing solutions to deliver outstanding results. She loves nurturing high-performing teams, creating an environment where co-workers and clients feel empowered to achieve their full potential.

While she started her career on the client-side and moved to supplier-side, spending nearly a decade leading several P&G BUs at both Ipsos-ASI and Nielsen BASES, Lisa has found her home at Human8 and is thrilled to use her passion to inspire us all to “*Do What Matters.*”

Lisa has lived in Ohio, Luxembourg, Michigan, Oregon and California. She met her husband through her college business fraternity, and they have two amazing kids, plus one snorey Boston Terrier. She loves to read tons of books, create acrylic paintings and enjoy beautiful landscapes.

