



LISA PERRINE

BIOGRAPHY

Lisa Perrine, Ed.D.

LisaPerrine.com

Lisa Perrine's career as an experience designer and communication strategist spans 30 years and includes more than 1,000 consulting engagements. Her firm, Cibola Systems, designs and builds environments that inspire people to collaborate productively, learn quickly, and make sound decisions. Unique in their commitment to co-creation, Lisa and her team use design thinking methods to engage end users in crafting compelling experiences. Cibola's diverse client list includes the Annenberg Foundation, Microsoft, Pacific Life and Sony Music.

After earning an undergraduate design degree, Lisa began her career building prototypes for a small product design studio. In 1991 she became the CEO of Cibola Systems, and completed her MBA studies at Pepperdine University shortly thereafter. More recently she earned a doctorate degree in Organizational Leadership at Pepperdine, where her research focused on multidisciplinary teams.

Design thinking workshops, retreats and consulting engagements are a special joy for Lisa. Many of these projects help nonprofit and civic organizations capitalize on change to advance the public good in ways that are at once measurable and sustainable. For all her clients, she is a Dot Connector with the analytical skills to quickly identify issues and opportunities; a Co-Creator who uses design thinking methods to build solutions that stakeholders own and embrace; and a Change Champion who propels leaders and teams to execute on their strategies.

Design thinking is by nature collaborative, and teaching others this discipline gives Lisa tremendous satisfaction. The coursework she designed and delivered for the University of California, Riverside, Pace University, Missouri State University and Bellevue College introduces prototype design and testing techniques to a vast student population. And the certification classes she has designed for the American Institute of Architects, International Interior Design Association and AVIXA have provided hundreds of STEM professionals with design thinking skillsets.

Lisa is committed to supporting the underserved and vulnerable in her community. It's her honor to have served on the governing boards of the Orange County United Way, the Girl Scouts of Orange County, St. Joseph Hoag Health, and Mission Hospital. She and her colleagues also volunteer their professional services for many Southern California charities.