

LESA SEIBERT | CEO

EXPERIENCE

October 2013 to Present | CEO | Mightily, Louisville, KY

Lesa co-founded Mightily in 2013 as one of Louisville's digital pioneers. Building on her experience as a highly respected business leader and digital entrepreneur, including founding her other company Xtreme Media, Lesa has parlayed her passion for supporting the community with her deep network of connections into one of Kentucky's premier advertising agencies. As CEO she has spearheaded Mightily's growth and continues to oversee the company's financial and business development divisions. Lesa also has a passion for giving back and is actively engaged in the community, serving on multiple national, state, and local boards.

October 2000 to Present | CEO and Founder | Xtreme Media, Louisville, KY

Xtreme Media is a digital web agency specializing in web design, internet marketing, and social media. The firm specializes in template-driven websites for small companies and organizations. Lesa started Xtreme when web firms were just becoming a "thing" in Louisville. As one of the city's first businesses in this area, Xtreme is still serving many of its original clients.

February 2002 to September 2009 | CEO and Co-Founder | Pickguard FX, LLC, Fisherville, KY

Pickguard FX was a Guitar and Bass pickguard and accessory company. As the only company in the U.S. licensed to manufacture and sell dye-sublimated pickguards and associated accessories, Pickguard secured a contract with Fender Musical Instruments for "Flame Cut" design pickguard in 2004 and flourished until it was bought by another investor.

January 2006 to August 2007 | Management Consultant | Greater Louisville SBDC, Louisville, KY

SBDC provides training and consulting services to for-profit small business owners as well as entrepreneurs wishing to start a small business. The organization also offers high-quality small business seminars and workshops at minimal cost. Lesa consulted with clients in starting or expanding a business, assisted with financial, business, and marketing plan development.

September 2000 to August 2009 | Executive Director | Louisville Music Industry Alliance, Louisville

LMIA is a non-profit that provides education and concert opportunities for Louisville's original musicians. Lesa grew membership from 15 to 700+ members; established the Musicians Action Plan Artist Education Series; established the All About The Biz student education series; secured Anheuser-Busch and LEO Newspaper corporate sponsorships; and established partnering with Metro Louisville Mayor's office on music events.

January 1995 to October 2000 | Inventory and Cost Accounting Manager | Kroger, Inc., Louisville

Kroger is one of the world's largest grocery retailers, with fiscal 2014 sales of \$108.5 billion. The Kroger Co. Family of Stores spans many states with store formats that include grocery and multi-department stores, discount, convenience stores and jewelry stores. Lesa was the manager of accounting department of 30 inventory, cost accounting, contract, and accounts payable clerks responsible for \$7.2 billion in inventory and associated costs and \$5.7 billion in payables per year.

January 1993 to December 1995 | Accounting Manager | Columbia HCA, Louisville, KY

Managed Accounts Payable Department for 75 Surgery Centers/Hospitals and 3 Regional Offices totaling over \$1 billion in invoices per year. Supervised transition of department to Dallas, Texas, including staffing and training. Streamlined payables processing to allow for 20% increase in the amount of payables processed daily.

EDUCATION

AS Business Administration / Management, Watterson College, Louisville
BS Business Administration / Management, University of Louisville, Louisville, KY
62 CEUs in Web Design and Web Programming: Micron University

COMMUNITY INVOLVEMENT

Airports Council International-North America Commissioners Committee Chair:2021-2023
Airports Council International-North America Commissioners Committee Vice Chair:2014 to 2020
Citizens Union Bank Advisory Board: January 2014 to 2016
Enterprise Corp Advisory Board:2015 to 2018
Greater Louisville Inc. Board of Directors: 2021 - 2023
Greater Louisville Inc. Board of Directors:2010-2012
IdeaFestival Planning Committee: March 2006 to 2017
Kentucky Commission on Small Business Advocacy Vice Chair: 2020 – present
Louisville Arena Authority Board of Directors: August 2013 to August 2017
Louisville Orchestra Board of Directors: 2017-2018
Louisville Regional Airport Authority Board of Directors: October 20143 to present
Louisville Regional Airport Authority Finances, Facilities, & Operations Chair: 2020 -present
Louisville Regional Airport Authority Secretary Treasurer: July 2018 to June 2020
Louisville Regional Airlift Development Inc. Board of Directors: 2017 – present
Metro United Way Campaign Chair - 2019
National Association of Women Business Owners National Board of Directors -2020:present
National Association of Women Business Owners – President, Louisville Chapter:
June 2010 to December 2012
National Association of Women Business Owners: President Elect June 2009 – June 2010
National Association of Women Business Owners: Various Board Seats – 2007 - 2010
River Heritage Conservancy Board of Directors: 2020 – present
Venture Connectors Board of Directors: 2015 to Present
Women 4 Women Board of Directors: January 2013 to 2017

AWARDS

2020 Business First Enterprising Woman of the Year
2020 GLI Inc.credible Leader of the Year Finalist
2019 GLI Inc.credible Business Owner of the Year Finalist
2018 Enterprising Women Magazine Enterprising Woman of the Year
2018 EY Entrepreneur of the Year Nominee
2018 Top 100 Louisville Influencers #25
2017 Top 100 Louisville Influencers #30
2016 Top 100 Louisville Marketing Influencers #1
2016 Louisville's Top 100 Influential Leaders
2015 NAWBO Sam Swope Humanitarian Award Winner
2009 and 2015 NAWBO Woman Business Owner of the Year Finalist
2010 Leadership Louisville Connector