

JANINA LUNDY



Janina Lundy is an integrated marketing professional with more than 15 years of experience in advertising, marketing and production across the multicultural and mass markets. In her role at IMPACT Strategies, Lundy provides strategic marketing and production expertise.

Previously, she spent seven years at GlobalHue in a dual role as SVP, Branded Entertainment & Experiential at GlobalHue and Chief Operations Officer of GH Ventures. She was one of the senior leads for the company, providing strategic input on the company's daily functions. She was responsible for the overall relationship between clients/talent/media partners/investors and multiple lines of business, including Bermuda Department of Tourism, HBO, Subway and Verizon accounts.

Prior to joining GlobalHue, Lundy managed experiential marketing accounts for Richmond Group, overseeing day-to-day client relationships with BMW, Courvoisier, McDonald's and others. Past experience also includes marketing for Merchandise Mart Properties, Northwestern Law School and public relations for MAXIMUS, a government-consulting agency.

Lundy's passion for music and entertaining, coupled with her marketing expertise, has made her a leader in her field, known for building client relationships and impacting sales through brand stewardship and strategic partnerships.

Lundy holds a B.A. in Mass Communications from University of Wisconsin and an M.S. in Integrated Marketing Communications from Northwestern University.