



Lisa is the General Manager for the GoDirect Trade Greenhouse business which is considered a genuine “garage-style” start-up inside the Honeywell four walls. She has over 15 years of experience in multiple functions across Honeywell Aerospace. A tech geek at heart, she graduated from college at nineteen and started her career as a teenager in web development and database programming. Through the years, she has been passionate about developing her craft in the User Experience.

The used aerospace parts industry is \$4B per year but only 2% of all transactions are done online—think about that. As consumers, we expect our buying experience to be effortless and online. But in this \$4B industry, business is still done the old-fashioned way. Phone calls, emails, and relationship-based selling are still the dominate means to “close a sale”.

GoDirect™ Trade is blazing a trail to push the aerospace parts industry far outside its comfort

zone. It is the first marketplace to require price, product images and quality documents to post a listing. It is the first marketplace to give sellers the opportunity to launch customized storefronts to maintain brand identity. Lastly, it’s the first platform to leverage Blockchain to provide consumers as much part history as possible to help make buying decisions quicker and easier. Everyone wants transparency and everyone wants it easy. GoDirect™ Trade is determined to provide both.

Lisa is a recipient of the Honeywell CEO Award and was the first recipient of the Honeywell Aerospace Navigator Award. She has served as a board member on About Care which empowers people to live independently and has also served on the Chandler Arizona Transportation Commission. She is a member of The Connected Place Council which is sponsored by the Greater Phoenix Economic Council and is a volunteer volleyball coach for the YMCA. She earned a Bachelor’s degree in Computer Information Systems from Arizona State University, a Master’s degree in Business Administration from Arizona State University, and a Master’s degree in Finance from Harvard University.