



Professional Profile - Lisa Fingar

August 25, 2014 - Green Buildings

Name: Lisa Fingar, CPSM

Title: Marketing Manager

Company: SWBR Architects

Location: Rochester, NY

Birthplace: Hudson, NY

Education: B.A. English Literature, minor in public relations

First job outside of real estate: International marketing assistant at Ward's Natural Science

First job in real estate or allied field: Marketing coordinator at SWBR

What do you do now and what are you planning for the future: I am actively involved in the planning, development and implementation of all aspects of the firm's marketing and communications.

How do you unwind from a busy day: Spending time outdoors with my family, biking, walking or attending various kids sports events.

Last song you downloaded: Move, by Little Mix

One word to describe your work environment: Collaborative

Rules to live by in business: Do what you say you will do, and if you can't, then say so.

What is your dream job: Nature photographer