

Lisa S. Keslar

Lecturer | Entrepreneur | Business Strategist

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Professional Summary

Dedicated educator and seasoned business leader with over 35 years of business management experience and 13+ years of college-level teaching. Specializes in entrepreneurship, marketing, and strategic management, with a strong emphasis on experiential learning, student success, and community connection. Recognized for creating engaging learning environments and building deep industry partnerships that bridge theory with real-world application.

Academic Appointments**Lecturer (Full-Time)**

Paul College, University of New Hampshire – Durham, NH

2024–Present

Courses:

- ADMN 775 Strategic Management: Decision Making
- DS 742 Internship in Entrepreneurial Management Practice
- DS 741 Private Equity/Venture Capital
- MGT 662 Entrepreneurial Management

Adjunct Faculty

Paul College, University of New Hampshire – Durham, NH

2019–2024

Courses:

- PAUL 690 BIP: You've Got the Job, Now What
- DS 650 Rines Angel Fund
- DS 444 Honors: Meaning of Entrepreneurship
- MGT 662 Entrepreneurial Management
- MGT 732 Exploration in Entrepreneurial Management
- MGT 733 Launching New Ventures
- ADMIN 834 Private Equity/Venture Capital (MBA)
- DS 742 Internship in Entrepreneurial Management Practice
- DS 741 Private Equity/Venture Capital

Highlights:

- Guided student teams to Holloway Competition finals (3 of 6 finalists in 2023 from MGT 733)
- Integrated experiential opportunities including SVIC Challenge and TechOut competitions
- Brought in dozens of guest speakers to enhance course relevance
- Fostered student engagement with external resources: NH SBDC, SCORE, E-Center, Franchise Center, Changemaker Collaborative, and more

Adjunct Marketing Professor & Faculty Team Lead

Southern New Hampshire University – Manchester, NH

2012–2022

Courses Taught:

- Introduction to Marketing (MKT 113) – taught 50+ times
- Marketing Strategy (MKT 500)
- Social Media Marketing Strategy (MKT 355/655)
- Social Media Marketing Campaigns (MKT 666)
- Also served as faculty team lead, providing mentoring and oversight to online instructors.

University Service & Faculty Development

- **Chair**, Entrepreneur of the Year Award Committee, Paul College (Feb 2025–May 2025)
- **Coordinator**, Entrepreneurship Option (Jan 2025–Present)
- **Chair**, Committee for Entrepreneurship Option Revision (Oct 2024–Dec 2024)
- **Participant**, Price-Babson Symposium for Entrepreneurship Educators (Jan 2025)
- **Speaker**, SCORE Seacoast Women’s Conference (Oct 2024)

Education

MBA, Entrepreneurship & Small Business Management
Babson College – Babson Park, MA

BS, Marketing & Communications
Babson College – Babson Park, MA
Executive Vice President, Student Government

Certificate in Direct Marketing
Merrimack College – North Andover, MA

Industry Experience

Co-Founder & Vice President
Keslar Insurance – Newmarket, NH

2015–Present

Lead strategic planning, team development, marketing, and daily operations for an independent multi-line insurance agency.

Vice President of Marketing
Wentworth Technology – Saco, ME

2010–2015

Founding team member responsible for marketing, HR, sales operations, and finance in a high-growth, international wireless communications firm.

Director of Marketing
VXi Corporation – Rollinsford, NH

1998–2009

Directed global marketing strategy and product development for a computer peripherals and telecom solutions manufacturer.

Director
Shannon Group, Inc. – Durham, NH

2009–2017

Provided strategic consulting to startups and small businesses in marketing, PR, social media, and brand development.

Awards & Recognition

- Recognized in 2022 by five or more students for exceptional support during their UNH experience (source: Provost Jones)
- Nominee, Trailblazer Award, Women's Business League (2024)

- Recipient, Super Connector Award, Women's Business League (2022)
 - Property & Casualty Insurance License (Aug 2010–Present)
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Service & Community Engagement

- Co-Founder, *Cheers for Charity NH* (2020–Present)
 - Secretary & Board Member, *My Breast Cancer Support* (2022–2024)
 - Board Member, *Oyster River Womenade* (2020–2023)
 - Chapter Leader, *Women's Business League* (2021–Present)
 - Member, Communications Committee, *NH Women's Foundation* (2016–Present)
 - President, *Newmarket Business Association* (2016–2021)
 - Secretary & Treasurer, *Exeter Area Chamber of Commerce* (2016–2020)
 - Volunteer Coordinator & Sponsorship Lead, *TEDxPortsmouth* (2019–2023)
 - Board Member, *Leadership Seacoast Alumni Committee* (2020–2023)
 - Member, *Exeter Hospital Cancer Cabinet* (2019–2023)
 - Board Member, *Merrymeeting Lake Association* (2020–2023)
 - Charter Member, *Newmarket Lions Club* (2018–2023)
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Teaching Strengths & Contributions

- Consistently earn top-tier student evaluations across all institutions
- Expert in experiential learning, incorporating competitions, guest speakers, and external partnerships
- Mentor to dozens of students in business plan competitions and venture development