



Heidi Lehmann, Vice President, Strategic Development



Lehmann serves as chair of the Ad Standards Committee for the Mobile Marketing Association. Prior to joining TSM, she was partner and managing director of the marketing technology consultancy, Emerging Interest, where she was responsible for strategy and operations of the firm's Advertising Road Show, a program that brought marketing technology innovators together with marketing decision-makers. She has held senior business development and sales positions with Artificial Life, a natural language and artificial intelligence "bot" company; Kaon Interactive; and Autosite.com. Lehmann also developed the "Poison Cocktail Club," in collaboration with MIT's Center for Educational Computing Initiatives. She earned a Bachelor of Arts from Hood College and a certificate in film production management from UCLA.