



Tomball Legacy Square Advisory Committee
APPLICATION FOR APPOINTMENT

Note: Your application will be copied for the TEDC Board of Directors and made available to the public

Name: Lisa E Daniels

Home Address: 403 Epps St

City/State/Zip: Tomball

Occupation: Territory Manager Pharmaceutical Sales

Cell Phone: (281) 639-1592

Home Telephone: (281) 639-1592

E-mail: ledaniels00@mac.com

Best way to communicate with you: Cell/text

Are you a resident of Tomball ? Yes If yes, how long have you lived in Tomball: 15 years

Are you aware of any potential Conflicts of Interest you may have regarding this appointment? Yes ☐ No ☒

If yes, please explain:

Previous Committee/Commission Experience:

I have been on several community projects in the Memorial, Katy, and Tomball areas. professional - committees throughout my career - my sales career has been an on-going team approach

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

attached resume

Professional and/or community service activities:

Active with AAR animal rescue
THLN - network - TEXAS Humane Legislation Network -
GED - program

Please explain your reasons for wishing to serve on this committee and how you feel that you may contribute:

I am a home owner of 14 years - close to this project -
my marketing and branding / sales background could be of assistance on this project
I have worked on many teams professionally as well and feel I have much to contribute -

Area of representation (please circle all that could apply):

- ☐ Downtown Business Owner ☐ Student ☒ Land Owner
☒ Downtown Resident ☐ Other: _____ ☐ At-Large Representation

By checking this box ☒ I hereby certify:

- That all information in this application is complete, truthful, and accurate to the best of my knowledge.
- If appointed, I understand it is my responsibility to notify the TEDC of changes that would affect my membership on the committee.
- I recognize that Committee membership requires my attendance at meetings and/or events. I am willing and able to make this commitment of time and effort to serve.
- I understand that the Public Information Act (PIA) allows for public review of this application.
- If appointed, I understand that I WILL be required to file a Conflict of Interest Statement

Signature of Applicant: Kesa Daniels

Date: 11-1-2025

If you have any questions regarding the appointment procedure, please contact Kelly Violette at (281) 401-4086 or by email at kviolette@tomballtxedc.org.

Deliver or send completed form to:

Tomball Economic Development Corporation, 29201 Quinn Road, Ste. A
Tomball, TX 77375

Or email to: kviolette@tomballtxedc.org

TOMBALL ECONOMIC DEVELOPMENT CORPORATION

Conflict of Interest Disclosure Form

This Conflict of Interest Disclosure Form is specifically for members of the Tomball Legacy Square Advisory Committee. It is intended to ensure transparency, accountability, and ethical conduct in all advisory recommendations and decisions.

Purpose:

The purpose of this form is to ensure transparency and integrity in all decisions made by the Tomball Economic Development Corporation (TEDC) and its affiliated committees. Advisory committee members are expected to disclose any personal, professional, or financial interests that could influence—or appear to influence—their objectivity or decisions related to the Tomball Legacy Square project.

Committee Member Information:

Name: <i>LISA DAVIEIS</i>	
Committee:	Tomball Legacy Square Advisory Committee
Date: <i>11-1-2025</i>	

Disclosure Questions:

1. Financial Interests:

Do you, your immediate family, or your business associates have any financial interest in any entity that may benefit from a project, contract, or decision made by the Tomball EDC or the Tomball Legacy Square Advisory Committee?

☐ Yes ☒ No

If yes, please describe:

2. Outside Employment or Relationships:

Do you or your immediate family have any employment, consultancy, or volunteer relationship that could represent a conflict with your responsibilities as a member of the Tomball Legacy Square Advisory Committee?

☐ Yes ☒ No

If yes, please describe:

3. Gifts or Benefits:

Have you received or been offered any gift, favor, or benefit from any person, company, or organization that could influence your judgment in your role with the Tomball EDC or Tomball Legacy Square Advisory Committee?

☐ Yes ☒ No

If yes, please describe:

4. Other Potential Conflicts:

Are there any other circumstances, relationships, or interests that could create—or appear to create—a conflict of interest with your duties for the Tomball Legacy Square Advisory Committee?

☐ Yes ☒ No

If yes, please describe:

Acknowledgment and Certification:

By signing below, I certify that the information provided above is true and complete to the best of my knowledge. I understand that I am required to promptly disclose any changes to the information provided in this form.

I also acknowledge that, should a potential conflict arise, I will disclose it to the Tomball EDC Executive Director and/or the Chair of the Tomball Legacy Square Advisory Committee and will recuse myself from related discussions or decisions as appropriate.

Signature: Risa Dancib

Date: 11-1-2025

Committee members shall comply with the following provisions:

- Committee members shall not post on social media or engage in online discussions as a substitute for deliberations at committee meetings. Committee members should be aware that social media activity can be perceived as a meeting if a sufficient number (a quorum) of committee members are involved on the site to influence or determine the course of action that will be taken by the committee, even if other people are posting to the site as well.
- Committee members have no authority to speak on behalf of the committee unless specifically designated to do so, and make it clear that they are speaking in their individual capacity.
- Committee members shall not create independent or unofficial social media accounts representing the Committee or the project.
- Committee members shall avoid sharing confidential, draft, or non-public information.
- Committee members shall uphold respectful and professional conduct when discussing committee matters or interacting with the public.
- All public information and updates will be disseminated by TEDC through TEDC's official channels.



LISA DANIELS

TERRITORY BUSINESS SPECIALIST

SUMMARY

Accomplished pharmaceutical sales specialist bringing 19 years of industry experience. Focused In the areas of pulmonary, cardiology, neurology, orthopedics, and urology. I am Skillful in assessing business conditions and developing optimization plans to drive Sales growth. Excellent pharmaceutical knowledge with expertise in territory business development, competitor activities and personnel management policies to make proactive changes. Accomplished Business sales representative bringing more than 19 years of industry experience. Skilled in driving organizational change and optimizing sales and territory development. Exceptional communication and interpersonal skills.

SKILLS

My tenure with Boehringer-Ingelheim has been 19 years with the last 10 as a speciality sales rep. I have worked both the North and South territories of Houston and the Texas. Medical Center. My Therapeutic areas have included Pulmonary, Cardiology, Urology, Neurology, Orthopedics, and Allergy and Asthma.

Products have included Pradaxa, Spiriva, Stiolto, Micardis, Flomax, Mobil, Mirapex, Aggrenox, and Combivent. I launched both the respiratory and cardiovascular franchises. I have been team lead on launch excellence and speaker liaison responsibilities. Recently the ability to virtually engage customers not only to sample them but to perform remote speaker programs has been paramount in driving business. One of my top skills is new business development. Finding key drivers and developing their sales.

EXPERIENCE

RESPIRATORY BUSINESS SPECIALIST

Boehringer-Ingelheim | Ingelheim, Germany | June 2003 - Current

- Worked with new and existing customers to build excellent rapport.
- Collaborated with other colleagues to come up with strategies for chronic care
- Conducted research to identify new markets.
- Developed and maintained successful relationships with industry leaders.
- "Hunter Mentality" to seek out new business and expand Market share.



Tomball, TX 77375



281-639-1592



Ledaniels00@mac.com

EDUCATION AND TRAINING

MBA

International Business
LeTourneau University, Longview,
TX
December 2018

BBA

Business Administration
LeTourneau University, Longview,
TX
May 2000

Associate of Applied Science

Physical Therapy Assistance
Houston Community College,
Houston, TX
June 1990

- Worked in the hospital account setting
- Delivered on converting offices to the hybrid approach of communication
- Speaker programs all virtual and led the region in the number of programs
- Led the region in training offices in connecting virtually

LICENSED PHYSICAL THERAPIST ASSISTANT

Contracted | Houston, TX | June 1990 - August 2022

- Managed and treated pain in patients.
- Evaluated and assessed patients to establish measurable goals and promote restoration of functional abilities.
- Taught patients and families about self-care treatments and exercises that can be completed at home.
- Initiated appropriate intervention programs for patients suffering from accidents, illnesses and injuries.
- Treated conditions to aid developmental, neurological and orthopedic disorders.
- Incorporated clinical expertise, patient values and best evidence to drive clinical practice.
- Facilitated ADLs and assisted patients with functional mobility to increase comfort and quality of life.
- Created individualized home exercise programs for outpatient therapy clients to improve health and wellness.

DIRECTOR OF SALES AND MARKETING

The Concierge | Houston, TX | September 2000 - January 2003

- Planned and oversaw product positioning strategy to attain long-term growth.
- I selected and managed an Ad agency to brand the concept of The Concierge. This was a new concept for long term care living. We introduced our concept through print media layouts, billboards, social media, and radio ads. Resulting in a successful opening of the community with our initial goals surpassed.
- Marketing to social workers, physicians, and discharge planners was key to recommendations for families to seek us out.
- The other segment was direct to the consumer marketing. Which was achieved thru the above mentioned ad campaign.
- I also conducted presentations and tours to high profile investors.
- I networked with the community and for one year was the head of the Chamber of Commerce Healthcare Committee. We had numerous community events. One was a backpack drive for school supplies for children in a lower income area. We also provided community health events with multiple vendors.

ACCOMPLISHMENTS

- 2020- Awarded the Texas Medical Center
- Mentored new Hires
- Speaker Liason for the Houston Area

- Consistently delivered on developing new business
- Effectively worked with physicians and staff to adopt the hybrid sales approach which included Veeva Virtual and Skype interactions
- Led a training session to my peers on Business Development -How to acquire new business using active and passive paths

VOLUNTEER ORGANIZATIONS

- I currently volunteer with *Abandoned Animal Rescue*. I work directly with the Large Dogs in their training and daily care.
- I am very active in fundraising for this group.
- I am the lead for creating and managing parade floats
- *Texas Humane Legislative Network*.
- I work with THLN which is an organization that works to improve the laws for animals in the state of Texas.