
Elissa Matulis Myers, CAE
President & CEO
Electronic Retailing Association



Lisa Myers is the President & CEO of the Electronic Retailing Association (ERA), the preeminent international trade organization for companies that use the power of electronics to sell goods and services to the public.

During Ms. Myers' tenure, ERA has become a major force in defining and enforcing fair play in electronic marketing. Under her guidance, the organization published the first comprehensive set of guidelines for online marketing (which were adopted in full by American Online for use by their merchant members). She participates regularly in government and organizational efforts to protect consumers in the e-commerce environment.

Ms. Myers also is responsible for the formation of ERA's international offices: ERA Europe, the London-based ERA, and the ERA Asia office located in Hong Kong. In addition, she established ERA's trade publication, *retailing.org: The Magazine of the Electronic Retailing Association*, which launched in January 2000.

Prior to joining ERA, Ms. Myers spent 25 years managing and developing innovative services and building the profitability of existing programs for the American Society of Association Executives (ASAE). She is a recognized authority on the strategic management of associations, publishing, and the meetings and hospitality industry.

**Elissa Myers (703) 841-1751 (703) 841-1860 fax emyers@retailing.org www.retailing.org
Electronic Retailing Association, 2101 Wilson Boulevard, Suite 1002, Arlington, VA 22201**