VENTURE PROFILE
Lisa Skeete Tatum

Landit

Despite the major advancements women have made in becoming a significant part of the workforce, they are still facing important career development issues. Common challenges include lack of access to informal networks, critical benchmarking information, an action-oriented plan, and personal branding strategies. Lisa wanted to develop a way to help address these as it’s not a talent pool issue. It’s a pipeline issue. She also realized that raising the labor force participation rate of women to that of men would increase US GDP by 5% or $890 billion. For her leadership venture Lisa designed Landit, a career management platform that empowers women with the roadmap and access needed to fully engage or re-engage in the workplace, board room or community at every stage of their career.

The platform is marketed directly to consumers and to corporate partners as a professional development tool. In addition, organizations use the Platform as a resource for recruiting diverse talent. Each member receives a tailored playbook that provides the tools, resources, know-how, and human connections they need to advance and navigate their career.

As of 2019, Lisa has fully launched the platform across all sectors and will see a global expansion of the program in the next decade. Lisa’s goal is to unlock the skills, talent, passion and potential of women in the global economy. She hopes her platform will become the largest database of criteria women use for making their career/life decisions, which in turn could impact how employers redefine the workplace for the 21st century.

Mission
Create a career management platform that empowers women with the roadmap and access needed to fully engage or re-engage in the workplace, board room or community at every stage of their career.

Title
Founder & CEO, Landit

Henry Crown Fellow Class XVI
2012, True North

In Her Words
“The future of work is focusing on unlocking the potential of each individual by investing in their personal success.”