

## Access to Experts



**Lisa Burns**

Director, Corporate Marketing & Branding  
Corning Inc.

Lisa A. Burns has responsibility for corporate marketing and global brand management at Corning Incorporated. In this role, she oversees Corning's brand strategy, implements both internal and external branding programs, and works with business units on brand-related initiatives. She most recently managed Corning's Gorilla Glass consumer marketing campaign and was responsible for the award winning "A Day Made of Glass" video series. Burns joined Corning in 2006 and prior to her current role, she had a variety of responsibilities in Corning's Corporate Communications department, including oversight for business unit communications, news release development and approvals, and website management. She was also responsible for putting together the company's first social media policy.

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