

Barbara Lewis



Barbara Lewis has been creating successful marketing campaigns for clients in the retirement industry for two decades. Her clients have included nationally known ERISA attorneys, financial advisors, TPAs and companies serving the retirement industry. She began her career as a journalist writing for *The Wall Street Journal* and other publications. She worked in public relations before segueing into marketing. Barbara founded Centurion Consulting Group in 1995 after obtaining her MBA from the Anderson School of Management at UCLA, where she teaches primary research and survey development. Barbara is the author of the book, *Get a Black Belt in Business*, and holds a black belt in Tae Kwon Do karate. She is a Certified Social Media Strategist and has built successful social media campaigns for her clients. In addition to social media, Barbara helps her clients with innovative website content, public relations, communications, white papers, collateral and lead generation.