

ABOUT THE FOUNDERS



LISA BLAU, Co-Founder & Editor-In-Chief

After a decade of start ups, Lisa Blau decided to match her entrepreneurial enthusiasm with the type of online service she desired most . . . Vital Juice! Having helped launch and build Portero, an online luxury goods auction platform, where she oversaw marketing, merchandising and e-commerce, she was thirsting for a new kind of luxury—healthy living. Lisa brings her experience building businesses from the ground up with partners like AOL, Amazon and Kleiner Perkins to the Vital Juice mission. She also brings with her a passion for journalism that she's harbored since her days as a producer for CNN. Lisa has extensive public speaking experience at industry conferences and on university panels, as well as experience with television. Lisa has a B.A. from Duke University and an MBA from Harvard Business School.



AMANDA FREEMAN, Co-Founder

For nearly a decade Amanda Freeman has been telling brands and businesses what their Gen X and Gen Y consumers are thinking, feeling and desiring. Then she realized: what she desired most was . . . Vital Juice! As Vice President of The Intelligence Group, a subsidiary of Creative Artists Agency, Amanda worked closely with brands like Lancôme, Johnson & Johnson and Coca-Cola and brings her passion for understanding the target audience to Vital Juice on a daily basis. She was also part of launching a successful e-newsletter called trendcentral and co-authored a trend column for The Daily News . . . so she's had e-mails and trend columns on the brain for a long time now. Amanda has extensive public speaking experience and has appeared as a trend expert on CNN, MSNBC & FOX news programs. She has also been quoted in publications such as Marie Clare, WWD & People Magazine. Amanda has a B.A. from Duke University and an MBA from Harvard Business School.