

## lisnic. CODI AGENCY

With the digital landscape constantly evolving, co-founder of Lisnic and 40 under 40 most Influential Asian-Australian lister Lisa Teh, explains how technology helps her stay ahead of the curve.



In 2020, Lisa Teh co-founded Lisnic, an online platform that connects mentors with mentees globally. Mentors have personally helped Lisa enormously in her career and one common challenge a lot of people in her network had was finding the right mentor. She and her business partner decided to do something about it. At Lisnic, all mentoring sessions are run through the platform's in-built video conferencing system, allowing people to mentor, or be mentored by, anyone and anywhere around the world. The platform has been growing quickly and has engaged celebrity speakers for businesses wanting to upskill their teams. The platform also features podcasts which include some of the biggest global names in business including Netflix co-Founder Marc Randolph and bestselling author Grant Cardone.

In her day-to-day work, one of the biggest challenges for Lisa is having to focus. Running Lisnic and a digital marketing company called CODI Agency (which is part of Superist, a global digital agency network), the needs of the businesses coupled with a dynamic marketplace, see demands placed on Lisa from all directions. Chasing new ideas and wanting to move at light speed are important, but so is the need to ensure time is taken to do things right without losing that first mover advantage.



Technology is a huge part of Lisa's business. If she's not on her laptop, she's on her phone. Technology helps her stay connected with her teams and clients as well as helping her stay up to date with the social media and digital world. Content creation and consumption find Lisa immersed in podcasts, audio books and articles. Lisa describes her ASUS ExpertBook B9, as a 'godsend'. The first thing she noticed when she began using it was how light it was and easy to carry around – a perfect match for her fast-paced environment which finds her rushing to and from meetings. Another highlight for Lisa was the battery life.

**"It's incredible, easily the best I've seen on a laptop. This means I can go all day without having to carry my charger around. Super handy."**

Lisa is also a fan of the military grade durability.

**"As someone who often drops things, it's reassuring to know that my laptop will withstand the daily grind with me. It doesn't hurt that it looks super sleek too."**



Lisa has also noticed the benefits of the laptop's AI-noise cancelling technology, especially when it comes to running online meetings. It means she can communicate with her clients and teams with minimal distractions and clarity.

“The other standout of this laptop is how fast it is – especially with many applications open and switching between tasks, it’s very efficient and helps me do what I need to do without slowing me down.”

Leon Brumen, Head of Commercial at ASUS ANZ commented on B9400 as the latest device in the ASUS ExpertBook series.

“We’ve brought this laptop to market to provide the performance, durability, security and performance, that will help drive business and digital transformation in modern workplaces. The ExpertBook range is key to building our commercial business in the ANZ region, as well as demonstrating our commitment to business users.”

The pandemic has accelerated digital transformation across the board. Businesses like Lisa’s rely on technology more than ever to help develop opportunities and connect with clients and colleagues remotely, without the barriers of traditional workplace settings. For Lisa, key opportunities ahead include the ongoing growth of LinkedIn to build thought leadership so that business can grow their client bases and personal brands, the exponential reach of platforms like TikTok, as well as the rise of the metaverse and NFTs - which will bring on a new era of social technology and revolutionise digital assets.

“With the ASUS ExpertBook B9, I’m confident that I have the best computing tool to keep pace with where I’m going and to help me achieve the next milestones for my business and personal growth.”



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