

Lisa Fiore



Lisa Fiore is Founder & CEO of LandscapeHub, a B2B online marketplace she created and launched in July 2017. A fourth-generation nursery professional, Ms. Fiore realized there was an opportunity to digitize the entire procurement process for the green industry.

Ms. Fiore was previously President of Fiore Landscape and Nursery Supply (FLNS), a century-old nursery company. During her sixteen-year tenure, she was responsible for identifying new business opportunities and in leading the company forward during the recession. FNLS significantly grew in revenue and expanded to multiple locations under her leadership.

Ms. Fiore holds a Bachelor of Arts degree in English Literature from University of Montana and a Master of Business Administration from Lake Forest Graduate School of Management. She currently serves on the board of directors for the National Association of Landscape Professionals, (NALP); is an advisor to the Women in Landscape Network, (WILN); a member of the Economic Club of Chicago; and a former board director for the Illinois Landscape Contractors Association, (ILCA).