

Lisa Z. Lindahl
www.lisalindahl.com

Inventor, author, entrepreneur, artist
National Inventors Hall of Fame Inductee
Bellisse, founding partner
Jogbra Sports Bras, founder & inventor
Advocate for True Beauty

Lisa Lindahl invented the first sports bra (“Jogbra”). More than 40 years later, nearly every woman owns at least one sports bra, and the category is now a multi-billion-dollar industry.

An original “Jogbra” is in the Metropolitan Museum of Art’s costume collection labeled a “revolutionary piece of women’s undergarments.”

Lisa’s invention and related business history are housed in the Smithsonian’s National Museum of American History’s archives in Washington, D.C.

In 2020 Lisa Z. Lindahl was inducted into the National Inventors Hall of Fame. The sports bra is credited with birthing the current athleisure trend in fashion and being hailed as an icon of Third Wave Feminism.

While the Jogbra was Lisa’s first transformative idea, it was far from her last. After building and running the Jogbra company for 12+ years, she sold and successfully transitioned it to its new corporate owners.

Lisa went back into her painting studio and spent the following decade teaching, writing, and painting. During this time, she also partnered with an enterprising physical therapist, Dr. Lesli Bell, instigating another entrepreneurial endeavor to adapt the sports bra technology into a patented chest compression garment for breast cancer patients.

The Bellisse Compressure Comfort® Bra, a revolutionary medical device at its inception, has become a foundational piece for breast cancer survivors who need to find relief from related medical procedures and side effects.

In addition to creating business and marketing systems to support the new company, Lisa developed educational materials to raise awareness about this under-diagnosed problem affecting a significant percentage of breast cancer survivors, virtually coining the term “truncal lymphedema.” Today truncal lymphedema is recognized worldwide, and Dr. Bell is an internationally known speaker on the subject. The Bellisse Compressure Comfort lymphedema bra is currently distributed through [JoviPak USA](#).

Lisa’s commitment to women’s health, success, and well-being come in part from her personal history of living with epilepsy. Diagnosed at age four, she attributes both her creative problem-solving skills and ability to adapt successfully to a lifetime of quickly coping with this incurable disease.

Lindahl has raised awareness about epilepsy throughout her career, both locally and nationally. She served as the Senior Vice President on the Board of the Epilepsy Foundation of America from 1992 to 2001. In this role, Lisa tirelessly advocated for including women's stories and experiences, specifically in medical research related to gender differences in epilepsy. Her external work included outreach through conferences, advocacy groups, networking with other foundations, and media (radio, print, and T.V.). She has spoken extensively about epilepsy across the country. Her internal work included chairing the Task Force on Women and Epilepsy. She was featured in a Discovery Channel program on "The Brain" segment on epilepsy.

Lindahl has served on numerous other boards, and community organizations from educational organizations to land trusts and received multiple awards for her work, including Congressional Commendation from the 106th U.S. Congress (Sen. James Jeffords, Nov. 2000), Hall of Fame inductee to the Epilepsy Foundation of Vermont (1999), Boss of the Year nominee by Sporting Goods Manufacturers' Association (1992), Entrepreneur of the Year nominee (Inc. Magazine 1990), Outstanding Support Award, Epilepsy Association of America (1989).

An accomplished visual artist and writer, Lisa is the author of Minding Your Business, a guide book for women entrepreneurs in the Women's Small Business Program in Vermont, with Carminati and Angolano; "On Being a Woman with Epilepsy," the opening chapter in the collective work Women with Epilepsy: A Handbook of Health and Treatment Issues, edited by Martha Morrell, MD, published by Cambridge Press, 2003. In 2017 Lisa published her signature Beauty as Action, the Way of True Beauty and How its Practice can Change our World, a handbook for those looking for effective ways to create positive change. One person called it "the how-to book for everyday change agents."

Her newest book, Unleash The Girls, The Untold Story of the Invention of the Sports Bra, and How it Changed the World (And Me), has received excellent reviews. Both books are available online and at local booksellers.

Lisa received her Bachelor of Science in Education from the University of Vermont and a Master of Arts in Culture and Spirituality from Holy Names University in Oakland, CA.

She recently completed the three-year Advanced Program of Shamanic Studies at the Foundation for Shamanic Studies, www.shamanism.org.

Through her experience-rich life, Lisa has consistently been intentional to improve lives. Her books, *Beauty As Action* and the business memoir, *Unleash the Girls*, are her latest contributions.