



Lori J. Posner

President & Founder

Born and raised in NYC, Lori attended Northeastern University in Boston, The New School for Social Research and Parsons School of Design before diving into the entrepreneurial creative design world. Her career evolution from food stylist and art director to agency founder began with a love of art, food and an astute business sense.

Applying innovative marketing strategies and thoughtful collaborations, she has built a number of businesses including “The Food Wrangler”, combining packaging and design direction, visual merchandizing and private label product development. She helped cultivate the first wave of upscale coffee bars in NYC, providing her own product line and consulting expertise to numerous companies including specialty food purveyor, Dean & DeLuca and national retailers, Barney’s New York and Barnes & Noble.

Lori founded YES DESIGN GROUP (YES) in 1998. Originating groundbreaking entertainment campaigns and packaging for networks and cable companies vying for Emmy® awards, YES quickly became one of LA’s premier creative firms. Today, YES is an award-winning, full service creative agency serving a range of brands and clients including BBC America, Beverly Hills Conference & Visitors Bureau, CBS Paramount Television, Courvoisier, The LA Dodgers, DirecTV, The Dream Foundation, Estée Lauder, Forbes, 20th Century Fox Television, Hilton Worldwide, Lexus, NBC Universal, One.org, The Platinum Guild International, Showtime Networks, Smirnoff, Sony Pictures Home Entertainment, The Waldorf Astoria Collection of Hotels and Resorts and Wells Fargo.