



**LISA TOBIAS | OWNER & DESIGNER AT TOBIAS DESIGN, LLC**

**BRINGING YOUR DESIGNER KITCHEN DREAMS TO LIFE**

Lisa Tobias loved design so much that she gave up a career as an actuarial consultant in New York to start designing kitchens—a huge risk for someone who made a living minimizing risk. And if that wasn't remarkable enough, she brought with her a specialized skill set that is a welcome rarity in this business. An analytical whiz, a creative dynamo, and a natural people-person, Lisa makes the design process not only manageable, but, dare we say, a joy.

Lisa Tobias, who lives in Princeton, started her professional career in New York working in the arena of employee benefit consulting as an actuarial assistant. Understanding she had an untapped creative side, she shifted into communications of employee benefits. After 20 years of working as a professional she once again transformed her career, while continuing to merge her love of math and the arts, into kitchen and bath design. Lisa is the owner and head designer for Tobias Design, LLC based in Hopewell, N.J. She's been in business for over 13 years—first operating out of a home office in Princeton before building a showroom in Hopewell in 2005.

Lisa Tobias prides herself on working with her clients to design a unique kitchen, bathroom, or other home space that reflects their personalities and needs. "We, at Tobias Design, are like actors absorbing themselves into a role.



We put ourselves into the mindset of each client and reflect through the design incorporating their unique style and needs." No two projects are ever alike.

Recently Lisa also embarked on a new venture as part-owner of a company called Lifetime Home. The mission is to assist with the modification of homes for people living with disabilities or who desire to age in a place, so they may live independently for as long as possible.

Lisa enjoys the rich history and beautiful scenery in Princeton, and giving back to the community has always been especially important. She sits on the board of the Greenwood House Home for the Aged, and the United Jewish Federation of Princeton Mercer Bucks, from which she was awarded the 2017 Woman of Valor, and is involved with HomeFront's Women's Initiative. In addition, Lisa's business, Tobias Design, has been recognized by the Best of Houzz, an online design platform for homeowners, for six years in a row from its inception.

Lisa is a member of the National Kitchen and Bath Association (NKBA), National Association of Professional Women (NAPW), Princeton Chamber of Commerce, and CLIPPs (Certified Living in Place Professional).

Lisa Tobias resides in Princeton with her husband and has three grown children. In her downtime she enjoys golf, tennis, cycling, photography, piano, and reading. In her own words, "the consummate jack of all trades, and master of none."

If you're looking to redesign that aging kitchen or bath, stop by and see Lisa and her associates at the Tobias Design showroom located at 48 West Broad Street, Hopewell, New Jersey, or email Lisa at [info@tobiasdesignllc.com](mailto:info@tobiasdesignllc.com). ■