

Women
2005
of the
Year

Lisa Roth

Position: principal, Montgomery Roth Architecture and Interior Design

Family: single

Education: bachelor of arts in interior design, Louisiana State University; master of arts in architecture, Tulane University



At a time when most college students are just trying to figure out how to graduate on time, Lisa Roth was already plotting out her post-graduate moves.

"My plan even when I was in school was to eventually have my own company," Roth said. "I knew I wanted to start a firm that was somewhat unique."

Roth studied architecture and interior design and went on to attain licenses in both fields. Now as principal of Montgomery Roth Architecture and Interior Design, Roth's company focuses on the structural design of buildings and the aesthetic makeup of their interiors. Such a combination is unconventional in the industry, said Roth, because most firms are either grounded in architecture or interior design and seldom practice both.

"We feel like we have a niche in the industry by joining these two together," Roth said. "Being a firm that provides planning for both architecture and design just makes sense."

Since founding the company in 1998 with her partner, John Montgomery, Roth said the firm consistently gravitates toward the hospitality and service industries. Businesses such as restaurants, clubs and hotels require more detailed attention to interior designs, making the firm's distinctive services all the more alluring, she said.

Roth's clients include the W Hotel, Harrah's Casino and the Hong Kong Disney Hotel. Roth has also spearheaded projects in the Bahamas, Tunisia, California and Florida.

"Doing work in another country is always very enlighten-

ing and always very challenging," she said. "It's always a wonderful opportunity to work with consultants and clients from other cultures."

Apart from her endeavors abroad, Roth donates her time and energy to community projects in New Orleans. She has performed pro bono work for the New Orleans Children's Museum and has volunteered at the Contemporary Arts Center on Camp Street.

Following Hurricane Katrina, Roth was forced to open a second office in Houston due to severe damage to the New Orleans location. As early as Sept. 4, she and her associates were working hard to keep up with the demands of ongoing projects.

"Our main goal was to meet the deadlines and goals that we had already established with our existing clients," she said. "Our second objective was to look at our clients who had projects in New Orleans and see how we could help them."

Montgomery Roth is engaged in rebuilding efforts at the Sheraton Hotel, Harrah's Casino and the new Mandina's restaurant. The firm is moving forward with projects initially planned to start in the immediate weeks following Katrina such as the Fairfield Resort on Tchoupitoulas Street.

"We still want to be true to our original goal, which is to provide architecture design to hospitality and residential clients," Roth said. "We will continue to fill the need in the areas that we are well versed."

— Patrick Strange