

Lisa Travatello is the Chief Marketing Officer for national nonprofit GENYOUth where she leads the organization's brand building and marketing communications efforts and works in partnership with a talented team of thinkers, creators and doers on business and partnership development to support the execution of innovative ideas to ensure children are well nourished and physically active to be their best selves.

A brand advocate for simply smart creative ideas that create curiosity, conversation and make an impact, Lisa has a deep bench of experience in **business management**, strategic planning, brand building/revitalization, creative problem solving, social media, special events and integrated marketing. A self-professed creative instigator, Lisa has worked on a series of award-winning campaigns for GENYOUth, Ocean Spray, General Motors, Hanesbrands Inc., Unilever, The Kellogg Company, The Dannon Company and The National Yogurt Association.

At the core of Lisa's brand communications know-how is the value of telling a good story in highly compelling (and sometimes, unexpected) ways to pique the interest of advocates, influencers and stakeholders. Lisa has held executive leadership positions with the world's top public relations agencies including Burson-Marsteller (**now BCW**), Weber Shandwick, Current Global, Edelman Worldwide, Porter Novelli and Ogilvy in addition to her work with municipalities including the City of Pittsburgh and the City of Glen Cove. Lisa holds a B.A. in English Writing and Communications from the University of Pittsburgh and is a graduate of WPP's Maestro executive training and IPG/WS management training programs. An active volunteer, Lisa is a member of the NYC's Business of Sports Business High School Advisory Board and has been known to raise her hand to help at community events in her hometown of Glen Cove.