**LISA URIAS**

**Managing Partner, CoNecs North America, President & CEO, Urias Communications**

After 12 years (2004-2016) of running one of the most successful advertising and PR firms in the region, Lisa Urias recently combined forces to form CoNecs North America, a merger of her advertising and PR firm, Urias Communications and Molera Alvarez Government Affairs. The agency now provides advertising, government affairs and PR services to clients throughout the U.S. and in Mexico. The firm represents various national and statewide clients.

Prior to this, Lisa spent 12 years in international marketing, working with the former Undersecretary of Energy of Mexico, Alberto Escofet at Alesco Consultores to provide marketing and PR consulting services to U.S. energy companies interested in penetrating the Mexican energy sector, and with Salt River Project (SRP) in Phoenix as the Director of International Marketing in the Strategic Planning division. In her capacity with SRP, she worked directly with state department agencies including USAID, the Inter-American Development Bank, the World Bank and others to market SRP’s water and energy technology transfer services to more than 70 countries on an annual basis.

Lisa received her BA degree from ASU and has completed various extensive educational programs to advance her business acumen, including the Stanford Latino Entrepreneur Institute program to advance Latino owned businesses. Her business been featured on CNN and within other national media. She’s received numerous awards for her business acumen and commitment to the community including: (2016) Arizona Business Magazine, “Most Influential Women” award, (2014) *Arizona’s Business Magazine*, Arizona’s “Most Influential Minority Business Leaders;”(2013) the *Arizona Republic* one of “13 to Watch in 2013;” (2012) *Phoenix Business Journal*, “Most Admired CEOs” award; and (20120 the Arizona Hispanic Chamber of Commerce Business Woman of the Year award. She serves various boards including Greater Phoenix Leadership, the ASU Morrison Institute, Vitalyst Health Foundation, and Arizona Community Foundation, and is an appointed member of the Arizona Commission on Access to Justice by Chief Justice Scott Bales.