

Lisa K. Ross, President

rbb Communications

lisa.ross@rbbcommunications.com



Lisa Ross is president and co-founder of rbb Communications, an integrated communications agency ranked among the nation's top 50 firms. She also serves as managing partner of SpiderBoost Communications, a digital marketing agency within rbb's family of brands.

An experienced marketer, Lisa's career spans over 25 years developing breakout brands. She oversees new client relationships for rbb as well as the firm's Hospitality and Digital Practices. Lisa has counseled a wide variety of consumer and B2B focused entities including Apple Leisure Group, AMResorts, Hilton, Invicta Stores, Primrose Schools, NCL, United Airlines, Virgin Voyages and Zumba Fitness, among others to embrace marketing strategies that enable them to innovate, communicate with soul and build stronger emotional connections with clients and customers. She inspires

companies with insights to create brand loyalty that leads to increased sales and market share.

rbb has won every major industry communications award and was named "Agency of the Year" four times in the last decade including "Forbes Top 100 U.S. PR Firms" and "Digital Agency of the Year." Her creativity and entrepreneurialism have gained her recognition in Who's Who in Communications; Enterprising Women's Top 100 Female Executives and South Florida Business Journal's Most Influential Business Women. Lisa also has been named one of the Top 25 Minds in Hospitality Sales & Marketing.

Lisa has embraced opportunities to serve her community and help advance industry standards. She recently served on the board of PROI, the largest global communications agency partnership and the America's Co-Chair; was former chair and a board member of The Strategic Forum, and a past board member of Big Brothers Big Sisters of Greater Miami. In addition, she serves as a member of Women Presidents' Organization and HSMAI's Marketing Advisory Council and often is tapped to serve as a judge of industry awards programs.

Lisa graduated from New York University with a bachelor's degree in English Literature. She attended Columbia University's Executive Education Leadership Program and has completed several management courses. She currently resides in Aventura, Florida, and she has two sons Alec (23) & Cameron (21).