

## LORI WISER BIO

Lori Wisner has worked almost exclusively for agencies for the past 25-years. Throughout her career, she has developed insights-based strategies, comms architectures, and messaging to influence consumer behavior to grow her clients' businesses.

She has held various executive-level positions in Public Relations, Account Services, Consumer Insights, and Strategy working on global brands such as McDonald's, Verizon, and Volkswagen.

Ms. Wisner's behaviorally-driven strategic approach leverages the social sciences including: ethnography, evolutionary psychology, anthropology, symbolism and behavioral economics to build analytic models. Her work has helped win a Silver Anvil and a Gold Effie.

Lori also loves to root for the underdog and has significant experience in the non-profit sector, sitting on Boards of Directors. She has also worked closely with public affairs directors to lobby on Capitol Hill for various causes.

