



Lisa Elia is the CEO and founder of Lisa Elia Public Relations, a full-service PR firm in Los Angeles. She is an expert media trainer and speaker and has become known for her Woman of Influence Program, media training services, Meet the Media Day event and private coaching programs.

She has secured placements for her clients in major media outlets, such as The Oprah Winfrey Show, Time Magazine, Wall Street Journal, USA Today, CNN, Redbook, In Style and hundreds of others. She has positioned clients for book deals, endorsement deals, positions as contributing editors to magazines and even their own TV shows.

As an entrepreneur herself for over 20 years, Lisa has spoken at many events for entrepreneurs, sharing tips on publicity, internal communications, positioning oneself as an expert and a variety of other topics. She has created programs to teach people how to do their own PR and to improve their on-camera presence.

Lisa's interest in the field of public relations began early: she earned her bachelor's degree in communication with a public relations focus from the University of Delaware and has spent more than 20 years continuously building upon the strong foundation of her education. In 1990, after working for other firms, she formed Elia & Associates, a small marketing-communications firm in Wilmington, Delaware.

After a brief stint in New York, Lisa moved to Los Angeles and founded Lisa Elia Public Relations in 1998, with the promise to herself to only work with businesses and people she feels passionate about helping. Lisa and her team of publicists work with entrepreneurs, experts and businesses in the U.S. and Canada.

She donates some of her time and event revenue to the YWCA Santa Monica/Westside and other organizations that help women and young girls to reach their full potential. She is particularly impressed with the YWCA's program that helps young women who have come through the foster system to create stable, fulfilling lives.