



**Lisa Urias.** In 2017, Lisa combined the forces of her successful advertising/PR agency, Urias Communications, with the prestigious Molera Alvarez Government Affairs, to form CoNecs North America where she serves as managing partner. The agency provides strategic advertising, public relations and government affairs services to various Fortune 1000 clients, large non-profit organizations and government agencies throughout the U.S. and in Mexico. Today, the agency is considered one of the most respected in the region.

Prior to this, Lisa spent 12 years in international marketing with the Undersecretary of Energy of Mexico, Alberto Escofet of Alesco Consultores, providing marketing consulting energy companies within the Mexico, and with SRP in Phoenix as the Director of International Marketing marketing SRP's technology to more than 70 countries annually.

Lisa received a BA from ASU and completed the Stanford Latino Entrepreneur Institute program. She has received numerous awards including: Arizona Business Magazine, "Most Influential Women," *Arizona's Business Magazine*, Arizona's "Most Influential Minority Business Leaders;" *Arizona Republic's* "13 to Watch in 2013;" and *Phoenix Business Journal's* "Most Admired CEOs."

Lisa serves on the boards of Greater Phoenix Leadership (GPL), the ASU Morrison Institute, Arizona Hispanic Chamber of Commerce and the Arizona Community Foundation (ACF) and is appointed to the Arizona Commission on Access to Justice by Arizona Chief Justice Scott Bales.