

6TH ANNUAL

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MULTICULTURAL MARKETING SUMMIT



Lisa Bacus

VP, Marketing

American Family Insurance

Lisa Bacus recently joined American Family Insurance as the VP of Marketing. Prior to joining American Family, Lisa was the Director of Global Marketing Strategy at Ford Motor Company, where she had worldwide responsibility for corporate communications, consumer insight, brand strategy, and marketing development. She also served as the head of marketing for Ford of Mexico. She is a four time Effie Award winner.

Lisa received her MBA from Duke University, and undergraduate degrees in Business and Spanish from Northern Arizona University, where she also serves on the Board of Advisors. She sponsors scholarships for underprivileged high school students, and channels her passion for education into developing marketing talent within the business and the industry.

Lisa and her husband Brian have two children, Brent and Shelby.