

Lisa Cruz

President & Owner, Red Shoes, Inc.



Lisa Cruz received the very first *Women of Influence* Award by Insight Magazine in the Business Owner category. She was also named one of the nation's *Top Women in PR* by PR News in 2019. The same year, Red Shoes, Inc. received the state's award for *Woman Business Enterprise - Outstanding Small Business*, as well as acquiring their Disadvantaged Business Enterprise (DBE) certification. Most recently, Lisa was published in the international Journal of Brand Strategy on crisis communication.

Red Shoes also achieved certifications as a Woman Business Enterprise (WBE) and a Women Owned Small Business (WOSB) by the Women's Business Development Center.

Lisa has 25 years of experience in public relations, communications and marketing in areas such as strategy, crisis communication, social media, internal communications, campaigns and traditional media relations. She has worked for a number of industries including construction, finance, economic development, manufacturing, health care, entertainment, fitness and public affairs.

Lisa Cruz founded Red Shoes Inc. in 2008 in Appleton after launching her career in Southern California. The company focuses on strategic communication and quickly grew from three employees to ten despite a down economy. The agency was the first in the state to bring the application of social media to businesses and organizations.

As president of Red Shoes Inc, Lisa is responsible for overseeing the company's strategic growth locally, regionally and nationally. Lisa also provides oversight to internal operations, new business development, culture, and strategic consulting for client work such as crisis communications, mergers and acquisitions. Red Shoes has worked in the construction industry in a variety of areas including general contractors, biogas, renewable energy, electrical, technology, engineering, architecture and more.

Over the years, Lisa and Red Shoes has become the company to call in a time of crisis. From natural disasters to investigations, Human Resource issues, lawsuits, embezzlement, death, criminal matters, on-the-job injuries and more, Lisa and her team have worked with organizations to tackle many complex issues before, during and after times of crisis. Her comprehensive approach and quick thinking have resulted in positive outcomes by minimizing risk and identifying areas of brand vulnerabilities. Red Shoes has also served as the point person for insurance companies, law firms, and their clients, in times of crisis.