



## Lisa Rodriguez Managing Director, Public Relations



Lisa Rodriguez, the managing director of Seismic Marketing's public relations practice, is a seasoned communications executive with more than 18 years of PR agency, in-house corporate communications and journalism experience. Prior to Seismic, Rodriguez was a senior vice president at Porter Novelli, a top-five global full-service public relations firm. Rodriguez brings her extensive experience in overseeing the efforts of large account teams in planning and executing comprehensive PR programs to her leadership of Seismic's PR services – services which include the development of annual PR plans, executive opinion/trend pieces for print and online placement, messaging documents, and the full range of PR materials.

A graduate of the University of New Hampshire, Rodriguez began her career as a reporter in the Manchester, N.H., bureau of the *Boston Globe*, before becoming the news director of CNN's Nashua, N.H., radio news affiliate WMVU. As a reporter, Rodriguez interviewed presidential candidates Bill Clinton and Bob Dole, and worked on a team of *Boston Globe* journalists that uncovered animal abuse at a dog track in New Hampshire. She moved into PR in 1994, when she joined the Boston office of Manning, Selvage & Lee (MS&L) to become the day-to-day client, media and market analyst contact for the Network Products business unit of Digital Equipment Corp. (DEC). Her work on the DEC account spurred MS&L management to ask her to relocate to Silicon Valley to handle client, press and analyst activities for the agency's burgeoning California high-tech. PR practice, including work for such firms as Aureal Semiconductor, ECI Telematics and Xircom.

Rodriguez' knowledge of technology solutions targeted at the music business caused Uplister Inc. to tap her in 2000 to become its vice president of communications. Uplister, with its tagline "Organized music anarchy," established an online playlist sharing community when online music sharing was in its formative stages. While Uplister eventually fell victim to the bursting of the dot-com bubble, in just two years Rodriguez secured an unprecedented amount of business, trade, consumer and broadcast coverage for the startup – in the *Wall Street Journal*, *New York Times*, *USA Today*, *Time*, CNN, *Billboard* and *Entertainment Weekly*, among others.

Prior to Uplister, Porter Novelli (PN) had recruited Rodriguez from MS&L to be the vice president leading its strategic PR work for Hewlett-Packard Company and other Silicon Valley clients. After Uplister's lamentable demise, she rejoined PN, now as a senior vice president, to lead the firm's overall account effort for wireless technology leader Qualcomm Inc. In this role, she oversaw six distinct account teams and was central to the complete remaking of Qualcomm's corporate communications group from a baseline reactive team, to a strategically oriented PR organization driving one of the most sophisticated proactive business press media relations programs in the wireless industry.

Rodriguez is fluent in Spanish and active in an array of youth-oriented community groups in the San Francisco Bay Area.

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