



Lisa Caputo joined The Travelers Companies, Inc. in 2011 as Executive Vice President, Marketing and Communications. She is a senior member of the company's executive management team, serving on its Management and Operating Committees. Lisa oversees the company's marketing, research, communications and brand management strategies and operations. Lisa's experience throughout her career encompasses: marketing, advertising, branding, research, media planning and buying; digital marketing; sponsorships; external, internal and executive communications; crisis management; government relations; grassroots organizing; community and consumer advocate group management; and business line leadership. Prior to Travelers, Lisa held executive leadership positions at Citigroup from 2000 to 2011. At Citi, she served as a senior advisor to three chief executive officers, with a focus on corporate strategy, reputation management, positioning and branding as well as women's financial issues. Lisa was Citigroup's first global corporate Chief Marketing Officer from 2005-2010, and directed the company's global integrated marketing, corporate communications and community relations strategy and function as Executive Vice President, Global Marketing and Corporate Affairs from 2007-2010. She founded Citi's leading women's financial services business, Women & Co., and served as its Chairman and CEO from 2000-2010. Lisa served on Citigroup's Senior Leadership and Management Committees and was the Co-Head of Women4Citi, Citi's women's initiative program. As Citi's Chief Marketing Officer, Lisa had management responsibility for all marketing efforts across the company, including the day-to-day management of marketing activities for the company's global consumer...

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Speech Topics

- ☐ Women in Business
- ☐ Politics & Current Events
- ☐ Marketing
- ☐ Management
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