Lisa Markou is the Executive Vice President of Platforms at Publicis Collective where she manages the Ad Operations function, the team of data engineers and BI specialists, as well as a team of IT developers across the company’s portfolio of clients, which includes Stellantis, Pfizer, Western Union, Chik-fil-A, Pernod Ricard and others.

She has worked in the advertising field for almost 20 years, most of which was spent at major holding companies across a range of clients in auto, CPG, finance, and telecommunications. She also worked with FordDirect on the client side of the business, working with individual dealerships, setting up a holistic ad tech stack and personalized marketing recommendations.

Lisa enjoys spending time with her family – husband Nate, and twins Zachary and Isabella. Her “happy place” is on her pontoon boat during the hot summer months, and she also enjoys volleyball, podcasts, audiobooks, and cheering on her favorite sports teams.