



LISA COPELAND

LISA COPELAND is an innovative, dynamic and effective professional speaker who is known for her world-class WomenCertified courses and her acute ability to infuse high-profile organizations with proven techniques that empower them to sell more effectively to women and couples. Her industry leading training and certification programs, combined with turnkey digital marketing solutions, are based on more than a decade of research and experience in understanding and translating the nuances of how women approach the buying cycle.

As a leading expert on gender communication and how to sell to women, Lisa advises her clients on how to better understand their female consumers, supporting them to increase deals closed, improve customer service, and gain the loyalty of their hard-earned customers.

Lisa's engaging speaking approach combines humor, practicality and her own professional journey to engage corporate audiences nationwide. Whether it's improving customer experience in a retail environment, training executive teams on how to differentiate themselves and enhance their competitive edge or modernizing marketing efforts company-wide, Lisa's WomenCertified programs leave companies motivated and equipped to capture and retain the financially authoritative women's market.

Lisa started her career in the automotive industry, holding positions from Finance Director to Sales Manager for three mega auto dealers. Her top management and sales expertise earned her many awards, including Chryslers' prestigious "5-Star Inner Circle."

As President/CEO for Austin Mortgage Associates, Lisa achieved record-breaking growth, taking the company from 25 million in mortgage loans, to over a half a billion dollars in 9 years. In 2003, she was named one of the top 100 mortgage originators in the nation, and Farmers Insurance Rookie of the Year in 2007.

Over the last several years, Lisa has served on the board of two national non-profits and four Austin-based non-profits. In 2008, Lisa co-founded her own 501c3, Women Impacting the Nation, a group dedicated to raising money for the Children of Fallen Soldiers. In January 2009, Lisa co-founded Project 19 and the Projection 19 Foundation, whose joint mission is to advance women in leadership roles throughout the United States.

Lisa is a member of the International Association of Public Speakers and received her professional speakers' training from world-renowned speaker, Steve Siebold. She is also a WomenCertified Professional and is a member of the American Association of Political Consultants.