

LISA H. PAULSON

Senior Executive with over 25 years of verifiable experience driving *strategic growth and visibility* for businesses and nonprofit organizations. Innovative, passionate, persuasive, and articulate, able to achieve results. *Experienced in lobbying, public relations, marketing, financial management, statistical analysis, partnership building, volunteer management, and fundraising.*

Recent Awards: Pacific Business News, 2024 Most Admired Leader; USA Today 2024 Women of the Year, Forbes 2024 Women 50 over 50

Demonstrated success record in:

- ❖ **Lobbying** for positive change in laws, sustainable business practices, workforce development
- ❖ **Legislative monitoring** and generation of testimony for State and County
- ❖ **Branding, managing, and positioning** businesses and nonprofit organizations
- ❖ **Cultivating strategic partnerships** for the benefit of companies and nonprofit organizations

CORE COMPETENCIES

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| • Government Affairs/Advocacy | • Statistical Research | • Public Relations |
| • Public Speaking | • Fundraising/Grant Writing | • Budgeting/ Forecasting |
| | • Strategic Partnership | • Volunteer Management |

MAUI FOOD BANK, Wailuku, Hawaii

2024-present

Chief Executive Officer

- Shape the future of the Maui Food Bank and advance its commitment to creating a hunger-free Maui.
- Responsible for fostering relationships, building strategic partnerships, leading fundraising initiatives, and ensuring the efficient operation of the food bank.
- Cultivate relationships for Maui Food Bank with federal, state, and county governments, the media, non-profit organizations, the corporate community, foundations, community organizations, and financial donors.

MAUI HOTEL & LODGING ASSOCIATION, Wailuku, Hawaii

2021 – 2024

Executive Director/Lobbyist

- Lobbyist for State and County government.
- Liaison between the visitor industry and the community.
- Service in the Maui County Emergency Operations Center to assist during emergencies
- Support for Workforce Development; Securing funding for Academy of Hospitality and Tourism programs in Maui County High Schools.
- Provided oversight for charitable efforts supporting the community.
- Increased marketing efforts to help educate the public on the benefits of tourism with an increase in engagement on social media platforms.
- Service on Boards for partnership efforts with the hotel industry: Women in Government Relations; Women in Lodging & Tourism; Maui Visitors Bureau; Maui Economic Development Board; Maui Chamber of Commerce; UH Maui College HOST Advisory Board; Airport Operations Committee.

MAUI COUNTY, Wailuku, Hawaii

2020 – 2021

Community Liaison – Hospitality and Environmental Resource Preservation, Mayor's Office

- Liaison between Maui County Mayor and the visitor industry and community in the re-launch of tourism and commercial activity for Maui County.
- Facilitated the County's Tourism Advisory Committee in moving forward concerns and ideas from stakeholders and community members for consideration by the Mayor of Maui County.

- Focused on key sensitive natural resource areas in Maui County to look at ways to foster protection and prevent negative impacts.
- Member of the Hawaii Tourism Authority's Steering Committee in development and implementation of the State Destination Management Plan for Maui County.

MAUI HEALTH, Wailuku, Hawaii

2019 - 2020

Director of Strategic Communications

- Oversaw the internal and external communications for five facilities: Maui Memorial Medical Center; Kula Hospital; Lanai Community Hospital; Maui Memorial Outpatient Clinic; Kula Clinic.
- Led the design, execution, and management of communications related to, but not limited to, the strategic plan, organizational effectiveness, and care delivery initiatives. Ensured communications were consistent with the Maui Health brand in terms of tone, manner, and messaging.
- Served as the community relations liaison reviewing and committing to community sponsorship opportunities and charitable contributions.
- Successfully developed and launched Maui Health's first television commercial in Fall 2019 and newly branded website in January 2020.

MAUI HOTEL & LODGING ASSOCIATION, Wailuku, Hawaii

2012 – 2019

Executive Director/Lobbyist

- Successful lobbying in seven State Legislative sessions: Preventing GET increases; Preventing additional TAT surcharges; Revision of language in liquor laws; Privatization of Maui Memorial Medical Center; Development of regulations for vacation rentals.
- Successful lobbying in seven Maui County Budget sessions: Encouraging equitable Real Property Tax classifications; Keeping water and refuse rates from increasing dramatically; Securing funding for Academy of Hospitality and Tourism programs in three Maui County High Schools.
- Increased yearly Charity Walk funds raised and charitable giving to Maui County nonprofits from \$633,000 in 2012 to \$1,422,535 in 2018.
- Restructured Association website and added value for Members leading to 36% increase in Membership for MHLA in five years.
- Received 20% increase in press recognition from additional Public Relations and Social Media efforts.
- Service on Boards for partnership efforts with hotel industry: Hawaii Lodging & Tourism Association; Women in Lodging & Tourism; Maui Visitors Bureau; Maui Economic Development Board; Maui Chamber of Commerce; UH Maui College HOST Advisory Board; UH Maui College Sustainability Committee; Airport Operations Committee; West Maui Bikeway Alliance, Small Business Liquor Advisory Board.
- Recognized for service on National Advisory Board for NAF, National Academy Foundation, in administration of three Academies of Hospitality & Tourism at Baldwin, Lahainaluna and Baldwin High Schools.

EDUCATION

Bachelor of Arts in Business Administration/Music (Double Major),

Chatham University, Pittsburgh, PA

Coursework in Master of Science in Marketing, Drexel University, Philadelphia, PA

Certification in Nonprofit Management, UCLA, Los Angeles, CA

COMMUNITY INVOLVEMENT

Maui Economic Development Board, Board Member, 2016-present

Hui No'eau Visual Arts Center, Board Member, 2017-present

Maui Humane Society, Board Member, 2023-present

Maui United Way, Board Member, 2019 - 2022

Malama I Ke Ola Health Center, Past President/Board Member, 2005-2017