

Lisa Yarbrough



Lisa Yarbrough is a skilled public affairs professional with an extensive background in media relations, grassroots advocacy and issues management. As part of KP's PR team, Lisa has provided strategic counsel on education, land use, transportation, healthcare, and environmental related issues. She has developed thoughtleadership programs for healthcare associations (California Society of Anesthesiologists) and educational institutions (Pepperdine Graziadio Business School) and has a strong track record of effective coalition building and activation, including recent work with influential stakeholders in the Sacramento region.

Experience:

- Led public education effort involving public opinion polling, stakeholder outreach and media relations for regional transportation funding issue
- Worked with three renewable energy companies trying to site wind and solar energy facilities as well as with an

international corporation trying to build a manufacturing facility in Northern California

- Secured coverage in top-tier media outlets to advance clients goals
- Created Audubon's Employees' Council and Corporate Partners' Roundtable, engaging large corporations in conservation programs and policy initiatives, including Intel, Oracle, PG&E, Bechtel, New United Motor Manufacturing, Inc. and ALZA Corporation
- Worked for several years at large public relations agencies, including Burson-Marsteller, GCI Group and Porter Novelli

Community Involvement:

- Board Member, Sacramento Children's Home

Education:

- Graduated cum laude from the University of California Los Angeles with a Bachelor of Arts degree in Communications and Spanish

CONTACT INFORMATION

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