

Lisa Kanda Biography

Lisa Kanda is president and chief results officer at Elkay Corporate Advisors, LLC, a consulting firm specializing in strategic business and marketing planning; social media training and implementation; and personal branding coaching services to businesses, entrepreneurs and individuals.

Lisa's approach is hands on and strategic with a focus on achieving goal oriented results. Her client roster includes financial institutions, professional service and non-profit organizations, restaurants and retail shops, government contractors, cable companies, and C-suite executives.



Lisa shares her energy and expertise to encourage and engage her audience in new techniques and proven strategies that impact the bottom line. Her focus is on getting your return on investment for any initiative you pursue.

As a sought after social media speaker, her approach is to demystify this ever changing medium while sharing proven tools and tips to help her audience take action right away. Whatever the audience level, Lisa can start with social media 101 or go beyond the basics making the content relevant and actionable right away.

Lisa is a co-host of the Blog Talk Radio show, 30 Minute Business Dig, and is a contributing writer to *Jersey Shore Woman* magazine. Elkay Corporate Advisors won a Bronze Astra Award from the New Jersey Communications, Advertising and Marketing Association in the "Self Promotion" category in 2012. Lisa has also been noted as an Entrepreneurial Woman on the Move from *Jersey Shore Woman* and was recognized as the 2013 outstanding alumna from Monmouth University's Corporate and Public Communication Graduate Program.

Lisa is a consultant to the Small Business Development Center at Brookdale Community College and has counseling hundreds of small business owners to use social media to promote and build their businesses. She was instrumental in the creation and launch of the SBDC's new Digital Blueprint Certificate program. She is also an adjunct professor at Monmouth University and teaches both Business and Professional Communication and Career Preparation to undergraduates.

She is past president of the New Jersey Communications, Advertising and Marketing Association and is a Board member serving as marketing and social media chair for the Long Branch Chamber of Commerce.

Lisa received her MA in Corporate and Public Communication from Monmouth University and her BA in Communication from the University of Dayton.