



Lisa Vega is currently the Senior Marketing Manager on the Mid-Atlantic team at PwC (PricewaterhouseCoopers). In her role as a highly resourceful, visionary marketing and communications professional, she enjoys helping lead and take ownership of tasks and ideas through from conception to implementation.

After graduating with a bachelor's degree in Media Studies from Radford University, Lisa began her career in cable and telecommunications at Comcast in the local access TV origination crew. She was later promoted from within to serve as a commercial producer and director in their Comcast Spotlight Advertising Sales department.

Lisa went back to school to obtain her master's degree in Marketing from Johns Hopkins University in 2004 and put both her media and marketing disciplines to use during her tenure at Women in Cable Telecommunications as the Director of Marketing and Business Development.

Truly believing in the mission, Lisa has served as a member of the WICT Washington, DC/Baltimore Chapter Board for over 10 years, mostly in marketing and communications roles.