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# LIZA CIRLOT LOOSER

## CHAIRMAN AND CHIEF EXECUTIVE OFFICER

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Liza is the founder and CEO of The Cirlot Agency, a global brand strategy, public relations and business development firm, with offices in Jackson, MS, and Washington, DC. Over the past 38 years, the firm has grown to represent publicly traded companies and privately held corporations, domestically and internationally. It has also become known as one of the nation's leading aerospace defense communications agencies.

A Mississippi University for Women and Harvard Business School graduate, Liza has expanded her studies to include several international business fellowships and special assignments. Liza has served as Chairman of the Mississippi World Trade Center board and awarded the organization's highest honor, the Tozzoli International Business Leadership Award..

As a testament to her international business acumen, Liza's experience includes representation of clients in Europe, South America, and the Middle East. A career highlight, in 1998, Liza was asked by NATO to help devise a communications plan regarding the Bosnian land mine crisis to give the citizens of Bosnia a voice in their government and worked with Her Majesty's Engineer in England to facilitate the plan.



Liza began her career as an advertising account executive at *The Clarion-Ledger*, the largest daily newspaper in Mississippi. From there, she worked for what was then the state's largest advertising agency and spent time in the political arena during the Reagan/Bush era working as Communications Director of the state's Republican Party.



In 1984, Liza established The Cirlot Agency with a mere \$78 tax return check. She received her first words of encouragement when she opened the Agency's first account, and the bank officer said, "Go get 'em, Tiger!" (Which she's been doing ever since.) Four years later, Liza met and married Rick Looser, a corporate communications specialist, who joined the firm as President/COO.



Key recognitions for Liza include being named one of Mississippi's Top CEO's by *Mississippi Business Journal* and receiving the Silver Medal Award from the American Advertising Federation of Jackson, which recognizes professionals who have made outstanding contributions to the advertising industry. Among the Agency's many awards and accolades is the Corporate World Class Supplier Award presented annually by Northrop Grumman Corporation. The Cirlot Agency was one of ten suppliers in the United States who consistently demonstrated outstanding achievements and support of Northrop Grumman programs.

Additional notoriety includes the prestigious Blue Chip Enterprise Initiative Award, a national competition recognizing companies that have overcome adversity to enjoy great success. The Cirlot Agency has also been named a Business & Industry Super Achiever, as well as "Business of the Year" by the Greater Jackson Chamber Partnership.



Over the past 38 years, The Cirlot Agency has won over a thousand professional industry awards by such associations as the American Advertising Federation, the Public Relations Society of America, Public Relations Association of Mississippi, the International Association of Business Communicators, the national Telly Awards, and the Association of Marketing and Communication Professionals international Hermes Creative Awards.

By working for global corporations in the aerospace and defense industry, including Textron, Northrop Grumman, Bell Helicopter, Elbit Systems of America, Raytheon, Boeing, and more, the Agency has become known as one of the leading aerospace defense communication firms in the nation. This work includes leading a team of defense industry giants to what became one of the largest defense contracts ever awarded, a testament to the Agency's expertise in market intelligence, strategy, creative development, and integrated communications.

In 2008, the University of Mississippi hired The Cirlot Agency to provide strategic planning, brand development, and public relations expertise for the first Presidential Debate of 2008. The Cirlot team was instrumental in supporting over 3,000 national and international journalists in Oxford for the event. In addition to a successful debate, the university earned the advertising equivalency of \$35 million in positive publicity. Liza served as chief communications strategist.

As a gift to the state of Mississippi, the Agency created a Public Service Campaign entitled, “*Mississippi, Believe It!*™” ([www.MississippiBelieveIt.com](http://www.MississippiBelieveIt.com)). The Campaign, which began as an educational tool directed to Mississippi’s youth, depicts positive aspects of Mississippi and the success of its citizens. Campaign posters and teacher lesson plans were delivered to every public and private school and every college and university in the state. In total, the Agency donated over \$500,000 in time and resources to give back to the state in which it was established.

The Campaign has garnered national media exposure, having been featured in such publications as *The New York Times*, *USA Today*, *U.S. News & World Report*, *The Christian Science Monitor*, *The Washington Post*, *The Washington Times*, and *The International Herald Tribune*, and on NBC’s *Today Show*, National Public Radio, Fox News Radio, and numerous talk radio shows across the country. It is estimated that the “*Mississippi Believe It!*™” Campaign has amassed the equivalent of over \$40 million in media exposure and, as it has gone viral, an estimated 120 million people have been exposed to the Campaign.

An active economic development advocate, Liza was named Volunteer of the Year by the Mississippi Economic Development Council (MEDC) in recognition of her significant contributions to economic development and industrial growth within the metro Jackson area. During her career, Liza set a precedent by serving as the first woman chairman of the MetroJackson Chamber of Commerce board – a first in its 116-year history. Repeating this tradition, Liza is also the first woman to be named president of the Mississippi World Trade Center.

Most recently, Liza was appointed Chairman of the Board of the Center of Innovation and Entrepreneurship at the University of Mississippi, where she held the position until 2022. Hosted by the Ole Miss School of Business, the influential program was founded to inspire students at the University of Mississippi to create valuable new businesses and enhance the economic value of all companies in Mississippi through excellent teaching, exceptional service, and world-class research.

Liza is married to Rick Looser and has two children.



## Professional Experience

The Cirlot Agency, Jackson, MS; Washington, DC, Chief Executive Officer

A leading global brand strategy, integrated communications and business development firm specializing in brand development, public relations, market intelligence, capture strategy and corporate communications. The Cirlot Agency represents clients on a national and international basis, ranging from Fortune 100 companies to some of the world's largest privately held corporations.

Mississippi Republican Party, Jackson, MS, Communications Director

Maris, West & Baker Advertising Agency, Jackson, MS, Account Supervisor

*The Clarion-Ledger/Jackson Daily News*, Jackson, MS, Account Executive

## Honors

Mississippi's Top CEO's – *Mississippi Business Journal*, 2016

Silver Medal Lifetime Achievement Award – *American Advertising Federation of Jackson*, 2016

Business of the Year – *Greater Jackson Chamber Partnership*, 2010

Tozzoli International Business Leadership Award, 2010

Mississippi Business Hall of Fame, Laureate – *Junior Achievement of Mississippi, Inc.*, 2009

Women of Distinction Award – *Girl Scouts Council of Middle Mississippi*, 2007

Business & Industry Super Achiever – *MetroJackson Chamber of Commerce*, 2004

Strong Women Awards, Corporate Leadership – *Baptist Health Systems*, 2003

Top 50 "Women Who Inspire" – *The Clarion Ledger*, 2001

Top 50 Outstanding Women – *Mississippi Business Journal*, 1998

Mississippi's 50 Leading Business Women – *Mississippi Business Journal*, 1997

Outstanding Alumni – *Moss Point High School*, 1997

Volunteer of the Year – *Mississippi Economic Development Council (MEDC)*, 1997

Top 40 Under 40 – *Mississippi Business Journal*, 1995

Leadership Jackson, *Class of 1992-1993*

Young Alumni of the Year – *Mississippi University for Women*, 1989

## Education

Mississippi University for Women

Harvard Business School

### Continuing Education

Sigma Beta Delta, *Honorary Member*

Harvard Business School, *Making Corporate Boards More Effective*

American Management Association, *Finance for Corporate Executives*

American Management Association, *Financial Analysis*

MBD<sup>i</sup>, *Mastering Business Development*

### Organizational Leadership

Center for Innovation and Entrepreneurship at the University of Mississippi

- *Chairman of the Board, 2019-2022*
- *Board Member, 2017-2019*

Foundation for Public Broadcasting in Mississippi, Inc.

- *Board Member, 2009-2011*

Community Foundation of Greater Jackson

- *Board of Trustees, 2009*

Hartfield Academy

- *Board of Trustees, 2013-2015*

Belhaven University

- *Board of Trustees, 2009-present*

Mississippi World Trade Center

- *Board Member, 2007-2015*
- *Chairman of the Board of Directors, 2011-2013*

Here's Life Mission to Africa

- *Board Member, 2007-2010*

Mississippi University for Women Foundation

- *Board Member, 2000-2002*

Mississippi Chapter, International Women's Forum

- *President, 2000-2002*

Shepherd's Staff Counseling Service

- *Board Member, 1996-2000*

Society of International Business Fellows

- *Fellow, Class of 2000*

Health Futures

- *Board Member, 1998-2000*

Better Business Bureau

- *Board Member, 1998-2003*

Metro Jackson Economic Development Alliance

- *Board Member, 1998*

The Salvation Army

- *Board Member, 1997-1998*

MetroJackson Chamber of Commerce

- *Chairman of the Board, 1997*
- *Board of Directors, 1993-1998*
- *Executive Committee, 1994-1998*
- *Small Business Council Chairman, 1993*

Central South Chapter, Bank Marketing Association

- *President, 1997*
- *Board Member, 1992-1996*

ArtsAlliance of Jackson and Hinds County

- *Board Member, 1992-1993*

Metro YMCA

- *Board Member, 1993*

Jackson 2000

- *Board Member, 1992*

Mississippi Association of Advertising Agencies

- *President, 1989*

American Advertising Federation – 7<sup>th</sup> District Board Member

- *Club President, 1988-1989*
- *District Coordinator, Graphics Competition, 1989*

Greater Jackson Advertising Club

- *President, 1988-1989*
- *Treasurer*
- *Addy Awards Chairman, 1985-1990*

Friends of the Jackson Zoo

- *Board Member, 1984-1987*