

Lisa Boaz, Director of Marketing, St. Louis Rams



Lisa Boaz enters her first season as the St. Louis Rams director of marketing and advertising and her ninth season with the team. She is responsible for managing and overseeing the execution of Rams advertising, including the development of creative and the placement of ads throughout the St. Louis region. She develops and supervises Rams marketing initiatives with an emphasis on engaging new fans and enhancing the experience of existing fans across multiple lines of Rams business platforms; while working across the organization to develop and implement the club's marketing strategy and branding efforts with a focus on expanding the club's footprint throughout the region.

Previously, she served as the senior manager of marketing and advertising from 2013-2014, after carrying the title of marketing manager for three years. Boaz was hired in 2008 as a sponsorship services coordinator and originally started her career with the Rams as a business development intern prior to the 2007 season.

Lisa was nominated to the inaugural Business of Diversity in Sports and Entertainment class at the National Sports Forum in 2013 and served on the Steering Committee for the BDSE in 2014. She now serves on the Steering Committee at the National Sports Forum.

Lisa has been active in Big Brothers Big Sisters of Eastern Missouri since 2009 and serves as the marketing and public relations chair on the Ronald McDonald House Charities Young Professionals Board.

Lisa currently serves as an adjunct professor in sport management at Saint Louis University.

Lisa graduated from the University of Illinois in May 2007 with a Bachelor of Science degree in business administration with a minor in Spanish. She graduated from Saint Louis University in December 2013 with a master's degree in business administration. Born in Peoria, Illinois, Lisa has one brother, Rob, who is the manager of premium seating for the Chicago White Sox.