



Lisa Marchitto

When she participated in a sea kayaking adventure in the early 2000s to raise money for breast cancer research, Lisa Marchitto had no idea how profoundly the experience would shape her career. Employed at a public relations agency at the time, she quickly realized that cause-related marketing and communications were her passion.

Since then, Lisa has worked at some of Canada's best-known charities and nonprofits as an employee or interim marketing/communications leader to build their profiles and credibility, often during times of growth and change. Building on her experience at the ALS Society of Canada, George Brown College, Kids Help Phone, Canadian Partnership Against Cancer, and Canadian Breast Cancer Foundation, in 2022 Lisa made the shift to independent consulting. Under the banner of Relate Communications, she helps organizations develop their communications strategy, articulate their brand voice, develop strategic content, manage mission-critical projects, develop new pilot initiatives, and bridge staffing gaps.

Where others see a blank page, Lisa sees possibility. As a change agent, she seizes opportunities for organizations to push into new areas with high potential for impact; as a highly collaborative systems thinker, she connects the dots to a bigger picture and engages others in creating it. Her goal is to help organizations show up authentically with their audiences, increasing credibility and deepening engagement.

Lisa Marchitto,
Principal, Relate Communications