



Lisa Carr
AVP of Reputation, Issues and Crisis
Communications
USAA
San Antonio, Texas

Lisa Carr leads the Reputation, Issues and Crisis Communications team at USAA. USAA, a company dedicated to serving the military and their families, provides banking, insurance and investments to more than 12 million members. Carr and her team are responsible for managing programs and processes designed to protect USAA's reputation by anticipating and mitigating issues, planning and responding to crises, and inspiring trust with internal and external stakeholders. Lisa also oversees communications support for USAA's Chief Legal and Risk Offices.

Carr joined USAA's marketing organization in 1998 and managed a variety of marketing and communications transformations including high-net worth targeting, shifting to digital channels and targeting by member segment. In 2006 she took a role in Corporate Communications and has since led communications for USAA Bank through the banking and housing crisis and employee communications, through the last CEO transition.

Lisa has more than 25 years of experience in communications and marketing. Prior to joining USAA, Carr managed a commercial photography studio in San Francisco and served as a marketing professional for The Gambrinus Company and Columbia Industries, both in San Antonio.

Carr graduated from the University of Texas in Austin with a bachelor's degree in advertising. As the child of an Air Force officer, Lisa is well-acquainted with military life. Outside of work, Lisa enjoys hiking and spending time with her husband, son and daughter.