

Lisa Mabe-Konstantopoulos

Working with natural & organic brands to get their products in women's shopping carts

**PR CONSULTANT FOR NATURAL & ORGANIC BRANDS
TRAINER/SPEAKER & MARKETING TO WOMEN EXPERT**



SPEAKER PROFILE

Green Purse PR was founded in 2010 by shopper researcher and public relations practitioner, Lisa Mabe-Konstantopoulos, and is located in Washington, DC. Lisa is a recognized expert in the natural and organic products industry, and has over 14 years experience leading research and public relations programs for companies around the world.

Some of Lisa's clients at Green Purse PR have included: *KeHE Distributors, Saffron Road, Meat & Livestock Australia, OBE Organic Beef, Atkins Ranch Lamb, TK Natural Lamb, Global Animal Partnership, JicaChips, Artisanal Premium Cheese, Truly Indian* and *Edible Arrangements International*, among many others.

Most recently, a lot of Lisa's work has focused on the natural meat industry and agriculture from Australia and New Zealand. Much of Green Purse PR's research is focused around understanding the purchase behaviors of natural, meat-eating shoppers, especially those looking for attributes like grass fed or pasture raised, as well as third party labels. Lisa is very knowledgeable about the meat industry and is keen to support brands who are focused on treating their livestock, land, farmers and consumers well.

Lisa conducts shopper research (like shop-alongs & USA market immersion trips for exporters,) and provides high-level strategy for companies that market natural or organic products at grocery retailers, like Whole Foods Market, and are focused on connecting with health-conscious female consumers. Prior to founding her own company in March 2010, Lisa worked with two leading communications agencies, Frank About Women, a marketing-to-women consultancy (a subsidiary of Mullen) and Proof Digital Media (a subsidiary of Burson-Marsteller).

Lisa lives in the Washington, DC area with her husband and two young children. When not driving client initiatives, Lisa enjoys spending time with her family, traveling, camping, and horseback riding. Although based in the Washington, DC area, Lisa often travels for her work to places such as New York City, Austin, Boulder, San Francisco, Sydney, Brisbane, Auckland, Dubai, Kuala Lumpur, and Singapore.

Having recently lived in Sydney, Australia for a couple of years, Lisa is keen to support companies from Australia and New Zealand, where a significant portion of her clients are based. Lisa works with a variety of natural, organic and specialty product categories. Much of her experience is based around premium products involving organic and sustainable agriculture, specialty food, healthy packaged snacks, organic and grass-fed meats, and other healthy products.

KEYNOTE TOPICS

- Get In Her Cart | Connecting with Health-Conscious Female Consumers
- Get In Her Cart | Connecting with New Moms
- Super Moms | Connecting with Millennial Influencer Moms
- You Had me at Organic | New Moms Driving Demand for Healthy Products
- New Millennial Moms Craving Healthier Options at the Supermarket + Live Focus Group
- Becoming Mom-Friendly at Retail
- Becoming a Social Brand
- Making it in America: How to Enter & Succeed in the Diverse Food Retail Marketplace

PAST SPEAKING ENGAGEMENTS

- SupplySide West | Las Vegas, Nevada
- Naturally Good Business Summit | Sydney, Australia
- Naturally Good Expo | Sydney, Australia
- Natural Products Expo West | Anaheim, CA
- MediaPost Engage Millennials Conference | NYC
- Specialty Food Association Summer Fancy Food Show | Washington, DC
- Advertising Week | NYC
- Advertising Research Foundation | NYC
- New York University | NYC
- Grazing Best Management Practices Forum | Outback Australia
- World Halal Forum | Kuala Lumpur, Malaysia
- American Muslim Consumer Conference | NYC

Contact us about creating a speaking engagement or workshop
for your company or industry event at lisa@greenpursepr.com

