

Lisa M. Rudgers is co-founder and partner of Peterson Rudgers Group, and has more than 30 years of experience in higher education, strategy, marketing, public affairs, issues management and leadership coaching. She has served as in-house counsel to seven university presidents. Previously, Rudgers was the University of Michigan's vice president for global communications and strategic initiatives. She served a total of 12 years in that role and was responsible for developing communication strategies to enhance U-M's visibility locally, nationally and internationally.

As an executive officer at the University of Michigan, Rudgers was a member of the cabinet-level leadership team and served as senior counselor to the board, president and other executive officers. She directed and managed the global communications division, including marketing, public affairs, internal communications, news, social media, photography and video production, and presidential communications as well as the university's top-ranked public radio station, Michigan Radio. Her tenure included the establishment of the university's first global communications team and social media team.

Rudgers established her own consulting firm from 2007 – 2011, Lisa Rudgers & Associates, working with university presidents and other key leaders to develop strategic communications plans including institutional positioning, messaging and branding, assessment of in-house communications resources, media relations and issues management.

Previously, Rudgers served as assistant vice president and director of public relations at Michigan State University, marketing director and director of news and communications at Rensselaer Polytechnic Institute and account executive at Media Logic Inc., a marketing and public relations firm in Albany, N.Y. Rudgers is a graduate of St. Bonaventure University.