



# March 22, 2017

## Wyandotte Distinguished Graduate Inductee



### Lisa A. Dancsok Class of 1979

Lisa Dancsok has distinguished herself in the field of marketing and communications through her commitment to her education and professional life. For more than 30 years, she has worked in the healthcare and economic development industries where she was an integral part of the “Pure Michigan”, “Michigan Advantage” and “Opportunity Detroit” campaigns; she also found success as part founder of the advising firm, D & D Advisors. In 2016,

Lisa was appointed Vice President of Marketing & Communications for the Community Foundation for Southeastern Michigan.

Lisa graduated from Roosevelt High School in 1979 where she was a member of the National Honor Society and World as a Community (WAAC). She remembers the great times with several teachers: Mr. Korowin, Mr. Roddin and Mr. Stuart.

She earned her Bachelor of Arts in Advertising in 1983 and her Executive Master’s Degree in Business Administration in 1996 both from Michigan State University.

Lisa began her distinguished career at Blue Cross Blue Shield of Michigan holding a variety of positions. She served as Director of Finance & Administration for the General Motors Control Plan from 1995-1996. From there, she became Chief of Staff in Corporate Administration from 1996-2000 where she developed and implemented many programs in the healthcare sector. From 2000-2005, Lisa served as Vice President for the Ford, Visteon & Severstal accounts. Her 23 years at Blue Cross Blue Shield afforded Lisa the opportunity to create positive interactions with customers and provide financial savings for her accounts.

In 2005, Lisa continued her career as Senior Vice President, Marketing Communications & Legislative Affairs at the Michigan Economic Development Savings Corporation. While there, she was able to improve the state of Michigan’s relationship with the media, state legislature and surrounding business community. She implemented over 40 business attraction events that included the PGA, Grand Prix, North American International Auto Show and XPrize. In addition, Lisa led the tourism efforts for the state and implemented numerous international business development opportunities for the governor and the state of Michigan with China, Israel, Germany and Japan.

Lisa launched her own consulting firm, D & D Advisors, in 2010 where she was a Managing Partner, Executive Business Consultant. In this role she advised mid-sized businesses in all areas of corporate business strategy.

Lisa was hired by Rock Ventures in 2012 as Vice President, Corporate Philanthropy, and Marketing & Communications. She worked to improve the overall image of the city of Detroit in conjunction with the Mayor's office, state officials, business partners and non-profits.

Most recently, Lisa joined the Community Foundation for Southeast Michigan as Vice President of Marketing & Communications. She is excited at the opportunity to advance the economic and educational efforts for the Southeast Michigan region. As is evident from her prolific career, Lisa has most definitely distinguished herself in the field of marketing and communications.

Lisa is an active member of several professional organizations where her expertise is welcomed and appreciated. Lisa is also a civic minded professional who has served as a board member at Delta Dental of Michigan, Renaissance Health Services Corporation, Michigan State University Alumni Board, The Knight Foundation and the Detroit Metro Convention and Visitors Bureau.

Lisa Dancsok and her husband, Daniel, live in Novi.