



Lisa O'Neill
Principal, Newton O'Neill Communications

Lisa has more than 25 years experience in public relations and integrated marketing for industries ranging from hospitality and non-profit to media. Graduating with a journalism degree from the University of Texas at Austin, Lisa began her career in the Washington, DC, New York and Boston markets working at agencies, in-house and ultimately opening a boutique PR firm in 2009. Her diverse background, along with the work of Newton O'Neill Communications, includes the opening of a resort/spa in Central Texas (Hyatt Regency Lost Pines), an international food startup challenge at the University of Texas, publicity for the Hill Country Wine and Food Festival, publicity for the new wing of the McNay Art Museum in San Antonio and destination PR for the city of Georgetown, Texas.

After 15 years on the East Coast, Lisa returned to Austin in 2004 and eventually opened Newton O'Neill Communications focused on lifestyle and non-profit public relations. With a passion for social impact matched by a love of travel, Lisa recently joined as co-leader of the Austin hub of [Travel+Social Good](#). She is a board member for [Kids in a New Groove](#), works annually with the Leukemia & Lymphoma Society of South Central Texas and is a member of Women Communicators of Austin. She speaks at marketing and entrepreneurial events such as SXSW's V2V conference, Food+Tech Meetup and the communications department at The University of Texas at Austin.