

## Access to Experts



**Lisa Cochran**

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As Vice President, Integrated Marketing Communications, Lisa is responsible for consumer communications for all business units of Allstate Corporation, including brand standards and guidelines, advertising, direct marketing and interactive communications, collateral, promotions, sponsorships and consumer public relations. She joined Allstate in January 2000 as Assistant Vice President, Marketing Communications for the Allstate Financial business unit. She has been in the marketing and advertising industry for 32 years, with experience in advertising agencies, marketing services companies, and corporate and public relations.

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