



**Lisa Tumminello,
Director of Communications**

Lisa Tumminello, Director of Communications (DHI), is a public relations/media relations specialist with extensive expertise in developing and executing nationally recognized campaigns and large-scale events. A native New Yorker, Lisa earned her Bachelor of Arts degree from the Catholic University of America in Washington, D.C. -- which is now her adopted home city. She telecommutes to West Coast with frequent travel to both New York City and DHI's Beverly Hills headquarters.

Lisa's communications experience is steeped in the food and lifestyle arenas. Her career began in the early 1980s as part of the forward-thinking team that launched Restaurant Nora, the country's first organically certified restaurant. Lisa thrived in this well-run, cutting-edge entrepreneurial setting and learned best practices for running a business. It provided the perfect backdrop to sharpen her interpersonal skills as she welcomed the nation's movers and shakers to the restaurant.

In 1990, Lisa moved to New York City and was anxious to embark on a new career path. She enrolled in New York University's School of Continuing Education and took classes in public relations and communications. Lisa parlayed her love of food into her newfound career and managed public relations campaigns for several nationally-recognized brands including the Idaho Potato Commission, The J.M. Smucker Company and LG Electronics. In addition to new product launches, she has supervised communications campaigns that identified interesting news hooks and kept her clients' names in the headlines year round. She is highly adept at juggling multiple projects and has strong organizational, planning and problem-solving skills.

Throughout her career, Lisa has worked on stories with top-tier media outlets including by not limited to *The Today Show*, *Good Morning America*, *CBS Early Show*, *NBC Nightly News*, *CBS Evening News*, *MSNBC*, *Good Housekeeping*, *Reader's Digest*, *The New York Times*, *The Wall Street Journal*, *The Los Angeles Times*, *USA Today*, *iVillage*, the Associated Press and Reuters. In December 2012, she secured a three-page story with photography in the *Los Angeles Daily News* for Piper Hertneck Interior Design.

Lisa enjoys many of the cultural opportunities available in the nation's capital. She frequently visits the Smithsonian Institution's art museums and volunteers her time at a local children's center for underserved youth.