



Lisa Anthony Toller
Principal & Senior Marketing Consultant
NewLevel Group

Lisa Toller has worked in business management and marketing for over twenty-eight years for organizations large and small including Stanford University, Judy Hilsinger Public Relations, Feher Young & Associates, Landsing Corporation, Morris Management Group, The Winetasting Network, and MKF.

In her previous position as Director of Marketing for MKF, a wine business advisory firm, she was responsible for the development of the firm's collateral materials, managing public and media relations, creating advertising, direct mail, and email campaigns, developing the company website, producing numerous events, and serving as the Editor of the MKF Advisor, an internationally distributed quarterly newsletter.

Committed to community involvement, Lisa has led or served numerous local non-profit organizations including the St. Helena Elementary School Site Council, St. Helena Elementary School Parent Teacher Group, Napa Valley Wine Auction Steering Committee, and Soroptimist International.

Lisa helps businesses and non-profit organizations develop and implement innovative and measurable marketing programs that reflect their personalities and goals. At NewLevel Group, she has helped numerous clients including Farella Braun + Martel, The American Institute of Wine & Food, the Children's Health Initiative Napa County, and Cope Family Center articulate their message and deliver it to the right audience.



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