

LIZA CIRLOT LOOSER

FOUNDER & CHIEF EXECUTIVE OFFICER
THE CIRLOT AGENCY, INC

Corporate Growth Strategist
Global Competitive Positioning Advisor
Executive Communications Leader

Jackson, Mississippi | Washington, D.C.



EXECUTIVE PROFILE

Founder and CEO of The Cirlot Agency and a nationally recognized strategic advisor with more than four decades of experience helping CEOs, boards of directors, entrepreneurs, and public-sector leaders position organizations to compete, grow, and lead in complex markets. Integrates corporate strategy, competitive positioning, market intelligence, business development, executive communications, and reputation management to create durable market advantage.

Built The Cirlot Agency from a \$78 Mississippi income-tax refund into an internationally respected firm serving Fortune 500 corporations, privately held companies, government organizations, educational institutions, healthcare systems, and leaders across the defense industrial base. Advises executive teams through growth, mergers and acquisitions, organizational transformation, market expansion, major contract pursuits, and reputation challenges.

CAREER SNAPSHOT

40+ YEARS

Executive counsel

FORTUNE 500

Corporate experience

GLOBAL

Markets served

NDIA

Washington, D.C. Board

AREAS OF EXPERTISE

Corporate Growth Strategy
Market Intelligence
Executive & Board Advisory
Brand Strategy
Aerospace & National Security
Crisis & Issues Management
Integrated Communications

Competitive Positioning
Business Development Strategy
Corporate Reputation
M&A Communications
Stakeholder Engagement
International Business
Leadership Messaging

"The strongest organizations compete because strategy, positioning, leadership, and reputation are strategically aligned to establish a foundational and sustainable market advantage."

— Liza Cirlot Looser

PROFESSIONAL EXPERIENCE

THE CIRLOT AGENCY | Jackson, Mississippi | Washington, D.C.

Founder & Chief Executive Officer | 1984–Present

- Founded the Agency in 1984 and built it into a premier strategic communications and business development firm serving public- and private-sector organizations in the United States and abroad.
- Advise CEOs and boards on corporate growth, competitive positioning, market expansion, executive visibility, stakeholder confidence, and enterprise reputation.
- Lead integrated engagements combining business strategy, market intelligence, brand positioning, business development, creative strategy, media relations, crisis counsel, and leadership communications.
- Guide organizations through acquisitions, corporate repositioning, transformational growth, major contract pursuits, and complex communications environments.
- Built a nationally recognized aerospace and defense practice supporting organizations whose technologies, products, and services strengthen the security of the United States and its allies.

AEROSPACE, DEFENSE & NATIONAL SECURITY ADVISORY

For more than forty years, Liza has helped aerospace, defense, and national security organizations strengthen their competitive position, support business growth, and communicate complex technologies with clarity, credibility, and strategic purpose.

- Advises executive teams on the intersection of competitive strategy, market intelligence, capture and business development strategy, executive positioning, integrated communications, and corporate reputation.
- Aligns business objectives with the perceptions that influence customer confidence, investor support, workforce recruitment, stakeholder trust, and contract success.
- Has supported transformational growth, acquisitions, corporate repositioning, and major contract pursuits—including strategic support connected to one of the most significant defense contract awards in United States history.
- Serves on the National Defense Industrial Association Washington, D.C. Chapter Board of Directors, working with senior defense executives, military leaders, government officials, and industry innovators.

Representative experience: Northrop Grumman, Ingalls Shipbuilding, Boeing, Bell Flight, Textron, Raytheon, Elbit Systems of America, Leonardo DRS, Airbus, Lockheed Martin, Martin-Baker, Thales, Marotta Controls, FAA, ASSURE UAS, Vertex Aerospace, AIA and Embry-Riddle Aeronautical University.

GLOBAL & PUBLIC-SECTOR EXPERIENCE

Represented organizations throughout Europe, South America, and the Middle East. In 1998, NATO invited her to assist in developing a communications strategy surrounding the Bosnian land mine crisis; working with Her Majesty's Engineer in England, she helped create a framework that gave citizens of Bosnia a stronger voice in rebuilding their government.

LEADERSHIP & ENTERPRISE IMPACT

- First woman to chair the MetroJackson Chamber of Commerce in its 116-year history.
- First woman to serve as Chairman of the Mississippi World Trade Center.
- As Chairman of the University of Mississippi Center for Innovation and Entrepreneurship, helped establish the REDe Summit, bringing accomplished entrepreneurs and business leaders to campus.
- Helped create the Legacy Leadership program to support the long-term success and generational continuity of family-owned businesses.
- Continues to mentor the next generation of business leaders while advising executive teams on corporate growth, strategic positioning, and reputation management.

HONORS & RECOGNITION

Mississippi's Top CEOs	Mississippi Business Journal
Silver Medal Award for Lifetime Achievement	American Advertising Federation
Mississippi Business Hall of Fame	Inductee
Tozzoli International Business Leadership Award	Mississippi World Trade Center
Farrington Distinguished Entrepreneur of the Year	University of Mississippi
Corporate World Class Supplier Award	Northrop Grumman — awarded to The CirLOT Agency

EDUCATION & EXECUTIVE DEVELOPMENT

Mississippi University for Women | **Harvard Business School**

Additional advanced studies in corporate governance, finance, organizational leadership, and international business.

INDUSTRY EXPERIENCE

Aerospace & Defense • Manufacturing • Healthcare • Financial • Private Equity • Higher Education • Energy • Technology • Economic Development • Professional Services