

PORTLAND BUSINESS JOURNAL

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Lisa Donoughe
LAD Communications



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RESUME

Name: Lisa Donoughe.
Title: Founder.
Organization: LAD Communications Inc.
Background: After graduation from college, I launched my international marketing and communications career in New York in 1987. In 1999, I fell in love with Portland while speaking at a conference here and relocated to the city. I now divide my work time between New York and Portland.
Education: B.A. from Columbia University in cultural anthropology.
Residence: Portland and New York.

BUSINESS PHILOSOPHY

Essential business philosophy: Success is based upon collaboration on all levels — with employees, clients and the community at large.
Best way to keep competitive: The era of the press release has come and gone. We're living in a one-to-one marketing world. It's a Google war zone. If you want your business name to pop up, you have to think strategically about being the go-to expert in your area. You have to do whatever it takes to position yourself this way.
Guiding principle: I handpick my clients, not the other way around.
Yardstick of success: Am I making a difference in the brands that we represent?
Goal yet to be achieved: I have many goals, both long term and short term. But I would like to see the Portland Indie Wine Festival become an annual center stage for visibility for Oregon's best craft wine makers. Without the festival, they can't reach the market they need to be able to thrive and grow.

JUDGMENT CALLS

Best business decision: Taking my dad's advice to get an office downtown rather than working out of my house. I told him, "Dad, I have no money for renting an office." He said, "You have to set a professional tone from the beginning. Rent an office." He was so right.
Worst business decision: A couple of ill-advised partnerships spring to mind. Thousands of dollars in legal fees later, I realized I wouldn't even invite them over for dinner.
Toughest business decision: Asking myself in certain business situations, what's more important: my personal happiness, or building the business? I've had some clients that have raised this issue and I always wrestle with it.
Biggest missed opportunity: I never consciously networked when I lived in New York. It was a more natural process. I missed some business opportunities in Portland early on because networking is vital to success here. So now I'm better at cultivating all kinds of relationships.
Mentors: Faber Donoughe, my father; Cory Schreiber, Wildwood; Catherine Bolton, president of Public Relations Society of America; Barbara Smith, a television host, author and restaurateur.
Word that best describes you: Real.

TRUE CONFESSIONS

Like best about the job: I get to learn new things every day.
Like least about the job: I can't control everything!
Pet peeves: Cheap perfume and the overuse of the word "like."
Most important lesson learned: Follow your instincts.
Person most interested in meeting: Dead person: Cleopatra. Living person: Hillary Clinton.
Most respected competitor: Amy Brown, Seed PR.
Greatest passions: Food and wine and more food and wine.
First choice for a new career: A Hollywood casting director. I've done it once (for a national Bombay Sapphire Gin bartender search campaign) and I loved it.

PREDILECTIONS

Favorite quote: "We are all in the gutter but some of us are looking at the stars." — Oscar Wilde.
Most influential book: "The Seven Spiritual Laws of Success" by Deepak Chopra.
Favorite Web sites: Epicurious.com, npr.org, craigslist.com and awfulplasticsurgery.com.
Favorite cause: Oregon Food Bank.
Favorite movie: "Contact" with Jodie Foster.
Favorite music/musician: Nancy Wilson.
Most treasured possession: A letter from my grandfather on the occasion of my first promotion in the business world. It's a very sweet letter that I have framed next to my desk and I read it often.
Best pet I ever had: Shamrock the cat, she'd follow me to school as a kid.
Favorite restaurant: It would be my worst business decision if I answered this question!
Favorite vacation spot: The White Mountains of New Hampshire
Favorite way to spend free time: Cooking with friends.