

# **Lisa Horvat**

**VP Storytelling and Digital Strategy at Strategic Storytellers**

Toronto, ON, CA

Corporate Storytelling, Social Media, Video

---

## **Biography**

Lisa Horvat is a storyteller, a digital storyteller as the title - VP Storytelling & Digital Strategy at Strategic Storytellers suggests. She spends her days telling yarns for organizations big and small that emotionally connect their audiences to them and that flip the switch for their supporters and staff, giving them a lasting feel for the brand. With a background in video and over a decade of digital communications and marketing experience, agency and client-side, Lisa works for results, the taste of fair-trade chocolate and for the ability to connect people to people along the way. From Toyota to RBC and Capital One to Trupanion Pet Insurance and WWF-Canada to George Brown College, she's told countless stories and helped brands flourish online and off in this era of authentic communication.

---

## **Availability**

Workshop, Corporate Training

---

## **Industry Expertise**

Music, Advertising/Marketing, Social Media

---

## **Areas of Expertise**

Storytelling, Social Media

---

## **Affiliations**

Radio & Television Arts Alumni - Ryerson University, Women's Executive Network - WXN

---

## **Event Appearances**

**Storyselling: How to use great digital content to help make the sale**  
Social Media Week

## **Nonprofit Storytelling**

MyCharityConnects Conference

**Storytelling to further the artist**  
Workshop Series

**Power of Storytelling**  
VFMLeonardo Hotel Marketers

**Find Your Story**  
Toronto Public Library Staff Event

**Power of Storytelling**  
KPMG

**Power of Storytelling**  
KPMG

**Power of Storytelling**  
Sustainable Waterloo Region

---

## **Education**

**Ryerson University**  
BAA Broadcasting - Radio & Television Arts

---

## **Testimonials**

### **Julie Ford**

Thank you for speaking at our event. We got some really great feedback. I think your Fairmont story was very powerful.

### **Jane Adams**

I had GREAT FEEDBACK on the narrative/storytelling I did voice over in my YouTube video. I LEARNED THAT FROM YOU!

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)