



NEW MEMBER SPOTLIGHT

We are pleased to introduce new member [Lisa Skriloff](#) to WMG!

What do you do?

I am the founder (1994) and president of Multicultural Marketing Resources, Inc (Multicultural.com,) publisher of Multicultural Marketing News (MMRNews) and The Source Book of Multicultural Experts and a consultant and writer on diversity, marketing and travel.

As a consultant I provide marketing support and public relations services to corporations as well as ad agencies and other communications firms involved in marketing to Hispanics, African Americans, Asian Americans, people with disabilities, LGBTQ consumers and women- and minority- business owners. And I help connect journalists to diverse sources.

At the same time, I have continued my freelance travel writing for trade and consumer travel publications and for my blog/newsletter Multicultural Travel News.

As a ballroom dance enthusiast I blog about where to go dancing around the world at Dance Travel News (dancetravelnews.com.) With Jodie Gould I co-authored an early book about internet dating, Men Are From Cyberspace: The Single Woman's Guide to Finding Love Online published by St. Martin's Press in December 1997.

How did you discover WMG?

As an editor I am on the receiving end of press releases and I decided to join the organization when I learned about it from this one: "Women's Media Group Establishes Scholarship for Young Women Interested in Publishing Careers Who Attend the NYU School of Professional Studies Center for Publishing - Summer Publishing Institute." By the way, I also taught a course at NYU SPS for 11 years which I had proposed: "Marketing to the New Majority: How to Reach the Multicultural Consumer."

What's your favorite book and show that you're watching now? I'm a big fan of the authors Lorrie Moore, Deborah Tannen and Patricia Highsmith, having read

all their books. I'm currently re-reading Highsmith's Deep Water in anticipation of the forthcoming movie starring Ben Affleck and Ana de Armas. On Netflix, inspired by Borgen we visited Copenhagen last year and I seek out any show taking place in Spain where I lived for two years. Good thing we watched "Trapped" an Icelandic TV crime drama series, after we had already been to Iceland.

What's your top career goal right now?

With my upgraded and redesigned website launching in January, which will allow companies to post their own profile and news, I hope to have more free time away from the computer for consulting, writing and, one day, travel.

What are you looking forward to most post quarantine?

Going to the movies, Broadway shows, restaurants and trips to Las Vegas, Madrid, and a European river cruise.

How can WMG members connect with you?

I welcome connections!

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