

Lisa Copeland Bio

One of the most important faces in the automotive industry, Lisa Copeland is a dedicated pioneer in the field of automotive sales and brand strategy, with over 25 years of proven success. Named among the Top 100 Women in Automotive Industry in 2015 by Automotive News, Copeland has dedicated her career to revolutionizing the automotive industry and through her trailblazing example, empowering women to pursue their truest form of success.

In 2016, Copeland sold her award-winning dealership to pursue her passion for leading a team that is committed to transforming businesses and promote corporate civility and winning cultures. Copeland joined the executive team of EBW2020 as CMO, Empowering a Billion Women by 2020, where she continues her dedication to promote the full economic potential of women across the globe through financial education and technology. Copeland is also the co-founder of Women Impacting the Nation, a nonprofit organization that is dedicated to advancing leadership roles for women. In 2012, the Girl Scouts CTX named her "Women of Distinction," and as the creator of BuyingCarsHerWay.com, she is committed to empowering women consumers.

Copeland served four years on the FCA National Dealer Council and was named one of the Five Most Powerful Women in Austin by the Austin Business Journal in 2012. Copeland and her team were the first FIAT retailer to break the NAFTA sales record by selling more than 100 new FIAT 500's in one month. That impressive record earned Lisa and her team a visit by FCA Chairman Sergio Marchionne.

In 2015, Copeland and FIAT of Austin earned FCA's highest honor "The Walter P. Chrysler" Award for sales and service excellence. With passion and expertise in sales and marketing, her success story has been featured in prominent publications including the Wall Street Journal, the New York Times, Marie Claire, and Automotive News.

Copeland has keynoted at many events including Texas Women's Conference, Automotive Leadership Round Table, Digital Dealer, NADA, and her personal favorite, the inaugural Women in Automotive Conference in 2015. With extensive knowledge of hiring, training and retaining diverse candidates, Copeland/FIAT of Austin earned recognition as #6 Best Workplace in North America by Automotive News in 2013 and 2015. In 2014, Northwood University named Copeland "Outstanding Business Leader 2014".