

Lisa Kranc
Senior Vice President, Marketing
AutoZone, Inc.



Lisa Kranc has been senior vice president, marketing for AutoZone, Inc. since 2001. Beginning her marketing career in 1977, Kranc has held such positions as manager at the Clorox Company, senior marketing director for Cadbury Schweppes and vice president, marketing for both Giant Eagle, Inc. and Hannaford Brothers. In her current position, Kranc is one of AutoZone's nine-member executive committee team, led by the CEO/president, and oversees business/marketing strategy development and implementation. She also oversees development of all advertising and media plans and leads consumer research efforts.

Kranc is a board member of the Brandeis University Alumni Association, is a member of the AAIA and Car Care Council Executive Committees, serves as board member/marketing committee chairman of the Greater Memphis Arts Council and is involved in Leadership Maine Alumna - Zeta Class. She holds a bachelor's from Brandeis University with a major in American Studies, and an MBA from Columbia University, major in marketing. Born in Brooklyn, N.Y., Kranc grew up in Plainfield, Conn., and has 10 nieces and nephews in New York and Israel. She enjoys traveling, golf, reading and theatre.