

Elizabeth (Lizzy) Neufeld, CEO Strat Labs

Lizzy has worked in social impact for 25 years. She has collaborated with some of the most prominent companies and nonprofits, including Vans, The North Face, Timberland, Denver, Zoo, United Cerebral Palsy, Triple Negative Breast Cancer Foundation, Girl Scouts, and Denver Zoo. Under her leadership, Strat Labs has curated a team of experts who share her passion for storytelling, marketing, impact, and philanthropy. As a result, Strat Labs won Startup Of The Year in 2023 with the Denver Metro Chamber of Commerce and 2024 Colorado Companies To Watch and winner of 2024 Best Places To Work. Lizzy envisions a world where social impact is no longer a conversation but a given. She drives the industry forward by inspiring consumers to support purpose-driven brands and nonprofits. She believes that through strategic marketing, communications, and philanthropy, she will empower leaders of these organizations to refine their stories, amplify their voices, and cultivate their communities for a brighter future.