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Save the Redwoods League Names Lisa Tawil as Chief Marketing and Communications Officer

San Francisco, Calif. (August 12, 2026) — [Save the Redwoods League](#) announced today that **Lisa Tawil** has been named Chief Marketing and Communications Officer. In this executive leadership role, Tawil will oversee organization-wide strategic communications and marketing programs to support the only nonprofit land trust working across the coastal redwood and giant sequoia ranges.

"Lisa brings more than 20 years of leadership experience spanning marketing, communications, brand strategy, audience growth and mission-driven storytelling," said **Steve Mietz**, president and CEO of Save the Redwoods League. "Throughout her career, she has built high-performing teams, led award-winning creative campaigns and helped organizations connect people to issues that matter. As Save the Redwoods expands its impact across the redwood and giant sequoia landscapes, Lisa's expertise in building trusted brands, engaging diverse audiences and translating complex issues into compelling narratives will be invaluable. We are thrilled to welcome her to the organization."



"I'm honored to join Save the Redwoods League and help bring its legacy to new audiences," said **Tawil**. "I've long admired Save the Redwoods' holistic approach to conservation and their commitment to building community relationships with these landscapes. I look forward to working with the team and leadership to build on more than a century of achievement and inspire the next generation to care for these forests."

Tawil most recently served at [ITVS](#) (Independent Television Service) in San Francisco as Senior Vice President, Brand, Communications & Audience Growth. During her thirteen years at ITVS, she rose from Director of Marketing, Publicity and Creative Services to lead the organization's brand, communications, content, creative and social impact teams. She led multi-platform public engagement campaigns across brand, communications and digital innovation to build national coalitions that connected mission-driven storytelling to millions of viewers and grassroots supporters nationwide.

Under Tawil's leadership, ITVS earned an Institutional Peabody Award and a Television Academy Governor's Award for systemic contributions to cultural representation and civic storytelling in media. She and her team delivered 300% year-over-year growth in streaming audiences. Tawil also led the brand narrative and editorial strategy for PBS Documentaries. Prior to joining ITVS, Tawil worked at the National Geographic Channel developing media strategies that contributed to the largest viewership in the channel's 10-year history. She began her career at PBS as a marketing strategist, where she was a key member of the team behind the landmark launch of "Downton Abbey" on MASTERPIECE and Primetime Emmy Award-winning documentary, Ken Burns' *The National Parks: America's Best Idea*.

Tawil holds a B.S. in Mass Communications/Media Studies from James Madison University. She is a board member of INPUT, an international nonprofit dedicated to public media collaboration and Snarky Elephant Productions. She previously served as an executive board member of The WICT Network, NorCal Chapter. Tawil is also a member of the Television Academy, Women in Film, NAMIC and the International Academy of Digital Arts and Sciences; she has served as a judge for the Primetime Emmys, News & Documentary Emmys and the Webby Awards.



Save the Redwoods League

Save the Redwoods League revitalizes coast redwood and giant sequoia forests across California's redwood range. In partnership with state and federal agencies, Tribes and communities, we have conserved more than 220,000 acres in 76 parks and preserves and restored 37,000 acres. Our work bolsters carbon storage, strengthens wildfire resilience, benefits local economies and safeguards iconic landscapes enjoyed by millions. For more information, visit [SaveTheRedwoods.org](https://www.savetheredwoods.org).

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