NP STRATEGY

Lillian Roth Brand

Vice President



Lillian Roth Brand is a proven strategic thinker, known for connecting people and ideas to activate change. With a background in public relations and an innate political acumen, Lillian is a natural storyteller, engaging leader, and lifelong Alabamian.

As a Vice President with NP Strategy, she brings industry experience and communications expertise to the team and our clients. Lillian thrives in the hustle and excels at business development, client relationships, and stakeholder management.

Prior to joining NPS, Lillian served as Vice President of External Affairs for the Women's Foundation of Alabama, managing the statewide advocacy and communications strategy toward their mission of accelerating economic opportunity for women.

Throughout her career, Lillian has managed award-winning public relations campaigns and elevated the brand of numerous businesses and organizations across the Southeast. Her creativity and passion are her trademarks as she's served a variety of clients including some of the most prominent names in Alabama's financial services, construction, legal and government affairs sectors.

Lillian is a Montgomery, Alabama native and completed her graduate and undergraduate work at The University of Alabama, earning her Master's of Business Administration (MBA) degree and Public Relations & Political Science dual-Bachelor's degree. As a sophomore, she was elected Student Government Association President — the youngest ever to lead the student body. She later served as the MBA Association President and Chairman of the Advisory Council on Wellness during her time in graduate school.

A strong believer in giving back to her community, Lillian volunteers for the Alabama Girls State program, previously served as External Affairs Chairman for the Rotaract Club of Birmingham, and was selected for the sixth class of the Alabama Leadership Initiative, an emerging leaders program of Leadership Alabama.

Lillian and her husband, Chad, live in Birmingham with their two children. The Brands can often be found trying a new local restaurant, playing with their Golden Retriever, or cheering on the Crimson Tide.

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Message Development
- Project Launch
- Stakeholder Management