

Elizabeth Longoria, MBA

Elizabeth Longoria, MBA has worked in higher education and the event industry for over 20 years. She is the Director of Campus and Community Engagement at Our Lady of the Lake University where she oversees all university events as well as event and concert production. She has the expertise, connections and vision to lead her team to produce events that are memorable and exceed expectations. One of her projects includes creating the vision and building the university float for the Fiesta Flambeau Parade which she has done for 15 years alongside her team. Our Lady of the Lake University has won several first, second, and third place awards for the float and costumes as well as the President's Award and Director's Award. Elizabeth also serves the university as an adjunct professor and enjoys teaching Oral Communications. She is a business owner and a certified race director. Some of her hobbies include running, hiking, going to the gym and being a DJ.