



Lisa Allen – *Business, Industry and Professions*

Lisa Allen is the daughter of Roslyn Lando and the late Charles Lando. Born in Wheeling and educated in Ohio County public schools, she is a graduate of Triadelphia High School. After high school, Lisa pursued higher education at Ohio University, where she earned a bachelor of science in parks and recreation and a minor in business management. Lisa attributes her passion for outdoor activity as a fundamental enabler of her leadership style, as she always is engaged, actively involved, and driven to achieve.

In her early career, she held various positions with the YMCA and Oglebay Park. Because of her strong work ethic and the desire to be “in the room where it happens,” Lisa quickly made impacts within these organizations. While at Oglebay, she began consulting work from her home and traveling to client locations. Lisa’s aspirations to be involved in company improvement and affecting change began the framework for her career and future direction of the Ziegenfelder Company.

In 1999, Lisa stepped into the role as a sales representative for the Ziegenfelder Company. She spent the next few years learning the business, traveling, meeting, and building relationships with Ziegenfelder retail and wholesale customers. Lisa’s time as a sales representative was a true highlight of her career, as she was working directly with her father and their customer decision makers. Charles and Lisa spent that time sharing business strategies and learning how to marry mind, heart, and soul together for the benefit of the Ziegenfelder “Tribe” and consumers.

In 2003, Lisa took on the role as president and chief executive officer of the Ziegenfelder Company, leading the firm through years of product development, growth, expansion, and profitability. Under Lisa’s leadership, the Ziegenfelder Company experienced exponential growth, expanding production capacity beyond headquarters in Wheeling and adding two additional manufacturing plants in Denver,

Colorado, and Chino, California. In line with manufacturing expansion, Lisa also led the tribe in “Budget Saver” brand expansion. The Ziegenfelder Company grew to be a top-ranking water ice brand in the United States, with Budget Saver Assorted Twin Pops becoming the #1 ice pop in retail outlets where sold. This brand awareness continues to strengthen the “Rainbow Array” Trade Dress Protection, which distinguishes Budget Saver products from all other water ice products.

Lisa not only nurtured the external Ziegenfelder Company but also took on an inspiring leadership role internally, instilling core values that represented her family and work ethic into the everyday happenings of the Ziegenfelder Company. The Ziegenfelder vision of “Growing Better Together,” accompanied by Lisa’s mantra of “inspiring others, creating smiles, and impacting lives,” is a winning combination for the Ziegenfelder Tribe. These traits have shaped the “Think Tribe First” value that is etched in the minds and hearts of the Zieggy Tribe.

Lisa retired as president and CEO of the Ziegenfelder Company in December 2019. She maintained her seat as chair of the board of directors, along with her majority interest in the Ziegenfelder Company. Lisa also shares her inspiring leadership and knowledge as a mentor at Ziegenfelder and with various other organizations. She serves as trustee for the Oglebay Foundation, trustee for the J.B. Chambers Foundation, trustee for Wheeling Country Day School, and as a board member for Classrooms Without Borders. She also serves as a board member of Milo’s Tea Company based in Alabama.

Lisa’s passion for engaging others, her belief in the resiliency of the human spirit, and her ability to inspire people have left a lasting imprint upon her Tribe and community. Her leadership and values will serve as guideposts for the Ziegenfelder Company’s culture for years to come.