



REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN



Regional REALTORS® Association and MLS Names New CEO

Lisa Marshall to lead organizations of 4,000 brokers and agents
August 22, 2024

Madison – Following a nationwide search, the REALTORS® Association of South Central Wisconsin (RASCW) and the South Central Wisconsin Multiple Listing Service (SCWMLS) have chosen Lisa Marshall as their new Chief Executive Officer. Ms. Marshall currently serves as the CEO for the Central Wisconsin Board of REALTORS® headquartered in Wausau, WI. Lisa will continue in a consulting role for the CWBR, focused on looking for ways the two Associations can strategically align and improve services to the members of both Associations and the public.

“Lisa brings a proven track record of leadership, strategic thinking, and innovative management in the real estate sector,” said Ben Oblizajek, RASCW President and Chair of the CEO Search Committee. “Those skills are essential to help our members promote the American dream of homeownership and protect private property rights.”

Tom Weber, President of the SCWMLS said, “Lisa is an innovator, particularly in technology adoption and operations, skills which will help our MLS grow and meet evolving consumer demands, and that’s exciting.”

A Chicago native, Marshall previously served as Chief Marketing Officer and Vice President of Engagement for the Residential Real Estate Council, an organization of 28,000 members based in Chicago. She holds a master’s degree in business administration from Columbia College of Missouri specializing in organizational behavior, business operations, and human resources.

“I’m thrilled to be given this opportunity and to build upon the organizations’ commitment to excellence, innovation, and inclusivity,” said Marshall. “We have great members, great staff, and great communities here and I’m eager to get started.”

Lisa will begin her new duties as CEO on September 30, 2024. RASCW and SCWMLS members should watch for an invitation to an open house reception to meet Lisa in the near future.

RASCW and SCWMLS serve approximately 4,000 licensed real estate brokers and sales agents representing buyers, sellers, and owners of residential, commercial, agricultural, and vacant land in Columbia, Crawford, Dane, Dodge, Grant, Green Lake, Iowa, Lafayette, Marquette, Richland, Sauk, and parts of Adams, Juneau, and Vernon counties.



Lisa Marshall

New CEO

REALTORS® Association of South Central Wisconsin
and
South Central Wisconsin Multiple Listing Service