



Maritza Lizama

Maritza is a bilingual marketing and brand strategist with 25+ years of experience turning marketing into a growth engine. She works at the intersection of brand, audience intelligence, and business strategy, building trust that shows up in the numbers.

Before co-founding Captiva Branding, she served as Audience Development Director at the Washington Business Journal and spent two decades as a marketing strategist and director across personal

finance, health, and wellness. Her work centered on expanding paid audiences, from acquiring print and digital subscribers to cultivating email databases and social communities. She has also launched and managed hundreds of events and led thousands of campaigns designed to spark awareness, convert interest into action, and drive revenue.

What sets her apart is her cross-cultural lens. She looks beyond demographics to understand what shapes buyer behavior, then translates those insights into positioning and storytelling that humanize brands, deepen relevance, and earn loyalty.

She's endlessly curious about psychology, neuroscience, and longevity. Outside of work, she's a disc golf wife and mom, an avid podcast listener, an enthusiastic foodie, and the friend everyone asks for DC restaurant recommendations.