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**PUBLIC POLICY
INSTITUTE OF CALIFORNIA**

Informing and improving public policy through independent, objective, nonpartisan research.



Lianne Woo

DIGITAL MARKETING MANAGER

Lianne Woo is the digital marketing manager at the Public Policy Institute of California. She manages the organization's email marketing, working with the digital team and other staff to ensure the effective distribution of PPIC's research, commentary, and event information. Prior to joining PPIC, Lianne was senior digital marketing and analysis associate at HealthyPets, Inc. and social media strategist for Stan Lee's Hands of Respect campaign. She holds a BA in

communication studies with a minor in business marketing from the California State University, Sacramento.

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Public Policy Institute of California
500 Washington Street, Suite 600
San Francisco, CA 94111
Phone: (415) 291-4400
Website: ppic.org

PPIC Sacramento Center
Senator Office Building
1121 L Street, Suite 801
Sacramento, CA 95814
Phone: (916) 440-1120