



# Small Business Development Center UNIVERSITY OF GEORGIA



## Lisa Rackley

*Area Director and  
Senior Business Consultant*

Lisa Rackley is the area director and senior business consultant at the University of Georgia SBDC (UGA SBDC) in Macon.

Prior to joining the UGA SBDC, Lisa worked in Human Resources for a manufacturing facility. Her previous experience includes working with consulting firms specializing in retirement and disability plan administration. Lisa's areas of interest include employee benefits and recruiting.

*Lisa is recognized as Georgia's Star Performer for her outstanding performance.*

Since 2007, Lisa has helped clients obtain over \$69 million in financing, helped start an annual women's conference in central Georgia and has achieved Senior Business Consultant status.

During the pandemic, Lisa coordinated Georgia's statewide response to workforce and labor problems being faced by businesses. Her weekly updates addressed both state and local labor policy changes dealing with workers compensation, insurance, leave policies and other COVID-19 related changes and benefits.

*Lisa was the 2021 Georgia consultant of the year, as voted by her peers, and remains one of Georgia's most respected SBDC professionals.*

### EDUCATION

Masters of Business Administration  
Georgia College

Bachelors of Science in HR Management  
Florida State University

### ACCOMPLISHMENTS

UGA SBDC Best Continuing Education Program of the Year for Maximum People (2012)

UGA SBDC Consultant of the Year (2021)

UGA SBDC Senior Business Consultant Status (2022)