

Luisa Macer

Luisa Macer was named Community Outreach and Fan Engagement Manager for the Indianapolis Motor Speedway in January 2021. She is responsible for executing experiential marketing activations and programs for the Indianapolis 500 Presented by Gainbridge, Brickyard Weekend and other major events at IMS, overseeing community partners relationships and activations, and building diverse audiences for the Racing Capital of the World, the NTT INDYCAR SERIES and Indy Lights Presented by Cooper Tires.

Since joining IMS, which is owned by Penske Entertainment, a subsidiary of Penske Corp., Macer has executed many programs that have helped grow the brand of one of the world's most famous sporting venues and further immerse it into the Indianapolis community.

Most notably, Macer led the planning and execution of a naturalization ceremony at the Indianapolis Motor Speedway during the 2022 Month of May in which 33 individuals from around the world were inducted as United States citizens at IMS. It was the first event of its kind to happen at the 113-year-old racetrack, and its positive impact on the community helped Penske Entertainment's diversity, equity and inclusion efforts soar to new heights.

Luisa is a proud immigrant from Mexico City and has dedicated her professional and personal life to building a more welcoming Indianapolis community for all Hoosiers. With this goal in mind, her career has included roles in community outreach, marketing and public relations. Previously, Macer worked in the Office of International and Latino Affairs for the Office of the Mayor of Indianapolis, with the Indy Eleven professional soccer team and Indy Chamber.

Macer has represented her local community by serving on the Board of Directors at Prospanica Indianapolis Chapter, the Immigrant Welcome Center and Big Brothers Big Sisters of Central Indiana. Macer also serves on Indy Chamber's Hispanic Business Council and is the Co-Chair of the Immigrant Welcome Center's Live Local Think Global event.

Macer has been recognized for her impressive efforts within the Indianapolis community at such a young age by being named to the *Indianapolis Business Journal's* "20 in their Twenties" Class of 2021. She also participated in the 1828 Leadership Project Presented by Citizens Energy Group Class XI and was named the 2022 IUPUI Department of Communication Studies Bachelor of Arts Program's Outstanding Alumni. Luisa is a graduate of IUPUI with a Bachelor of Arts in Communication Studies and a minor in Latino Studies. Luisa and her husband, Cole, reside in Carmel.

