



## Clarisa Lindenmeyer

**VICE PRESIDENT, CORPORATE AFFAIRS & PUBLIC  
RELATIONS, TECH WILDCATTERS**

Clarisa has played key roles in every aspect of business development, strategic communications, branding, product development, and marketing in for the last decade. Starting her career as a technical recruiter and moving into sales and marketing in the healthcare and wellness world, Clarisa's path has always been centered on building brands and revenue through strategic relationships.

From sitting on the inaugural committee of Baylor Healthcare System's key women's health event For Women For Life, serving on the Board of the Deep Ellum Association, to speaking at the IHRSA convention on "Managing the Modern Day Marketing Budget," Clarisa enjoys being an evangelist for the brands she represents.

As the former Director of Sales and Marketing for TELOS Fitness Center, she loved the challenge of growing this local concept and leading a complete brand overhaul. This unique, 65,000 square-foot, high-end fitness center allowed her creativity, strong messaging skills and passion for visual aesthetics to flourish. Clarisa managed every aspect of: branding initiatives, marketing strategy, SEO and the website, social media, corporate wellness, special events and sales. During her last year at TELOS sales grew by more than 50 percent and she helped to launch a new patent pending, proprietary Personal Training Certification. It was the breadth and depth of this experience that prepared her for working with startups on messaging, branding, business development, product launches, and corporate relations.

Clarisa brings fresh eyes and her amazing skill set to the startup world at Tech Wildcatters. As the VP of Corporate Relations & PR at the Forbes top 10 Accelerator, she leads corporate partnerships, marketing & branding, communication strategy and special events. After only a couple of years in the startup world some of Clarisa's proudest moments are; leading TW's first SXSW appearance, serving as a Mentor at The Mill Accelerator in Las Vegas's Downtown Project, coordinating the first visit from a delegation of startups and government officials from Hong Kong, and most of all being a part of one of the few female-led accelerators in the world. She is an ardent supporter of building the startup eco-system in Texas and loves making the world a smaller place.

Lastly, her passion for wellness and serving the community have lead her to serve on multiple American Heart Association Boards and Committees where she can use her talents toward helping others. She has a knack for seeing the big picture and loves to help people and business connect. She is always "promoting" what she is passionate about and has never met a stranger.