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## Allison Reedy and Tia Capps Promoted to Key Leadership Roles at CO.LAB

CHATTANOOGA, Tenn. (December 14, 2016) – The Company Lab (CO.LAB) has promoted two members of its staff to key leadership roles at the organization. Former Programs and Events Director Allison Reedy will now serve as Chief Operating Officer (COO) alongside Former Communications Director Tia Capps, who will now serve as Chief Communications Officer (CCO).

"We're really lucky to have two individuals as talented and motivated as Tia and Allison on our team," said Jack Studer, executive director of CO.LAB. "Chattanooga has a rich history of community involvement and individual engagement, and we are so proud that two of our own embody that ethos so completely. This is a well deserved promotion of two of our communities best rising stars."

In her new role as COO, Reedy will work with CO.LAB's staff and board of directors to implement programs and strategies that advance the organization's mission. She will also lead efforts to secure grants and fulfill their requirements, as well as manage CO.LAB's finances and human resources.

Reedy is one of the longest-serving members of the CO.LAB staff. She joined the organization at its launch in 2010, having previously served as Finance and Operations Director for the organization's predecessor, CreateHere. She served as CO.LAB's Finance Director for two years prior to becoming the organization's Programs & Events Director in 2014. Her flexibility across a number of duties and responsibilities made her promotion to COO a natural transition. In addition to her role at CO.LAB, Reedy is an advisor to The UnFoundation and has served on the organizing committees of the Chattanooga Mini Maker Faire and Mad, Bad & Dangerous. She is also a founder of Startup Week Chattanooga. Reedy graduated cum laude from the University of Tennessee at Chattanooga with a bachelor's degree in Business Finance.

As CCO, Capps will lead strategy for the organization's various programs, events and initiatives. Over the next year, key focus areas will include rural outreach across the 10-county region CO.LAB serves, as well as minority inclusion efforts in the organization's services, programs and events. In addition, she will continue to manage communications and press relations.

A native of Chattanooga, Capps joined CO.LAB in 2013 following three years as the Writer & Communications Coordinator at the Chattanooga Area Chamber of Commerce. Throughout her tenure at CO.LAB, Capps has managed press relations, public outreach and community engagement. She also leads the media and marketing strategy for GIGTANK, a national startup accelerator for entrepreneurs developing high-bandwidth business applications. Over the years, Capps has played a key role in promoting Chattanooga's advanced broadband infrastructure to audiences across the nation and globe. In addition to her role at CO.LAB, she serves on the board of SoundCorps and has previously served in on a number of local committees, including the Entrepreneurial Alliance of Chattanooga and Southeast Tennessee STEM Hub Communications Committee. Capps graduated cum laude from the University of Georgia with a bachelor's degree in Journalism.

### About The Company Lab (CO.LAB)

The Company Lab (CO.LAB) is a nonprofit organization that supports entrepreneurial growth in southeast Tennessee. Established as the region's front door for entrepreneurs, CO.LAB works to increase the viability of startups and strengthen the ecosystem of support behind them. In doing so, the organization helps entrepreneurs refine their business models, test their ideas with customers, pursue capital and partnerships, and connect with a community of mentors, peers, and business experts. Visit <http://colab.co/> to learn more.

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