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The Company Lab Announces New Addition to GIGTANK Team

Victoria Carlson to serve as project director for GIGTANK Healthcare track

CHATTANOOGA, Tenn. (March 10, 2014) – The Company Lab (CO.LAB) has hired Victoria Carlson as the newest project director for GIGTANK, the area’s leading accelerator for next-generation tech startups. In her new role, Carlson will oversee GIGTANK’s Healthcare track and provide support with general programming and project coordination.

Carlson joins Courtney Watson in managing GIGTANK 2014. Watson serves as the project director for the program’s 3D printing and smart grid verticals. Moving forward, Carlson and Watson will work together to create cohesion between all three GIGTANK tracks.

With 20 years of experience in strategic marketing, Carlson has an extensive background of knowledge and contacts in the healthcare industry. Formerly a senior designer at True North Custom Media, Carlson provided strategic guidance on a number of the company’s top 10 accounts. She also served on a workflow task force, helped redevelop internal guidelines and training and provided support on special projects. Her previous work also includes account management, procedural thinking and process development at firms in Baltimore, Chicago and New York.

“We are delighted to have a leader of Victoria’s caliber on our GIGTANK team,” said Mike Bradshaw executive director of CO.LAB. “She brings a wealth of experience in healthcare marketing, consulting and strategic thinking to our program, as well as a strong background in project management and creative development. We look forward to building out GIGTANK’s healthcare track under her direction.”

Over the course of her career, Carlson has worked with a number of major healthcare clients, such as Johnson + Johnson, Abelson-Taylor, Corbett and EURO RSCG, as well as financial clients like GE Capital and MetLife. Carlson is a former advertising design manager and art director for Baltimore magazine and has also worked with several Fortune 500 companies. In addition, Carlson has served as a freelance innovation specialist for Gerald Haman at Solution People, where she provided creativity training and team development support. Her award-winning work in advertising and design has garnered recognitions such as the Gold Annual Healthcare Advertising Award in 2010 and the Bronze Aster in 2009.

Carlson has a bachelor’s degree in design from State University of New York at Purchase. She earned her master’s degree in curriculum and instruction from the University of Maryland at College Park, where she focused on creativity, management and management processes.

About GIGTANK

GIGTANK is the world’s only startup accelerator connected to a living, metro-wide fiber optic network. Hosted by The Company Lab, this annual program attracts entrepreneurs companies from across the globe to Chattanooga to prepare products and business models for commercialization on advanced broadband platforms. Now preparing for its third iteration, GIGTANK 2014 will accelerate seed stage startups in the additive manufacturing (3D printing), smart grid and healthcare industries. Visit www.thegigtank.com to learn more.

About The Company Lab

The Company Lab exists to support the startup community in Chattanooga and the surrounding region through programs, events and services. Operating under the believe that entrepreneurial thinking is the foundation of our community’s future, CO.LAB has devised a system to foster the startup spirit, which can be used as a model for entrepreneurial communities across the nation. Visit <http://colab.co> to learn more.

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