



Wendy Lea

CEO | BOARD DIRECTOR | STRATEGIC ADVISOR

SUMMARY

Wendy Lea is a leader-practitioner with a multifaceted background in innovation, entrepreneurship, and ecosystem development. Equally well versed in helping large enterprises systematize innovation as she is in creating startup ecosystems that fuel vibrant, equitable economies, Wendy serves on federal, state, NGO committees and corporate boards promoting organic growth through entrepreneurship and digital transformation.

As Co-founder and CEO of Energize Colorado, Wendy leads a team of inspired innovators from Colorado's private, public, nonprofit, and academic communities working to build Colorado's next economy. Wendy is also an active mentor and advisor for tech accelerators in the U.S.

Wendy has been recognized for her work across industries and was named a "Woman of Influence" in Silicon Valley and San Francisco. In 2018, she was honored with the Signal Excellence Award by Procter & Gamble and University of Cincinnati's Carl H. Lindner College of Business Distinguished Service Award.

EXPERTISE

- > Ecosystem development
- > Digital innovation and transformation
- > Public-private partnerships
- > Investment strategies to accelerate entrepreneurship
- > Strategic partnerships between corporations and tech accelerators
- > Economic mobility policy, programming, and capital
- > Next generation workforce development

STRATEGIC CAPABILITIES

Leadership. CEO and board member who develops entrepreneurial ecosystems for a resilient economy. Co-founder, CEO of Energize Colorado, advisory board member serving the Center for American Entrepreneurship (CAE) and a member of the National Advisory Council for Innovation and Entrepreneurship (NACIE). Mentor to Techstars, the No.1 worldwide network of entrepreneurs. As CEO of Cintrifuse, launched and led the top startup community in Ohio, StartupCincy, and catalyzed public-private partnerships for Amplify Louisville. Co-founded OnTarget, which was acquired by Siebel Systems. Contributor to Steve Case's Rise of the Rest Expert Network.

Innovative Technologies & Talent. Identifies and cultivates top tech innovators through start-up accelerators and entrepreneurial programs across the U.S., including Techstars, MergeLane, The Brandery, Gener8tor, Ocean, Launch Tennessee, and Launch Wisconsin.

Global Growth & Digital Transformation. Works with industry leaders across sectors to drive organic growth through talent, technology, and digital innovation. Served as CEO and CMO for technology companies delivering solutions to Fortune 500 companies. Led blue-chip technology-sector "Go To Market" engagements in 30 countries.

EDUCATION + CERTIFICATIONS

> **Stanford Law School,
Stanford, California**

Director's College
Certification—Business
Executive Education
Program

> **School of Business
Administration,
University of Mississippi,
Oxford, Mississippi**

BA Business
Administration
& Marketing

GOVERNMENT APPOINTMENTS

Board member serving state and federal committees tasked with promoting innovation, entrepreneurship, and economic vitality.

Advisory Council Member

*National Advisory Council on Innovation and Entrepreneurship (NACIE),
Washington, D.C. (2022-present)*

NACIE is a federal advisory committee managed by the U.S. Economic Development Administration's Office of Innovation and Entrepreneurship. Our primary goal is to develop a National Entrepreneurship Strategy that strengthens America's ability to compete and win as the world's leading startup nation and as the world's leading innovator in critical emerging technologies.

Advisory Board Member

*The Center for American Entrepreneurship (CAE), Washington, D.C.
(2022-present)*

CAE is a nonpartisan Washington, D.C.-based research, policy, and advocacy organization that works with policymakers at the federal, state, and local levels across the country to build a policy environment that promotes new business formation, survival, and growth.

Committee Member

*Colorado Governor's Revenue Estimating Advisory Committee (GREAC),
Denver, Colorado (2021-present)*

Serve with economists and business leaders. Provide expertise on Colorado's entrepreneurial ecosystem and small-business economy.

BUSINESS LEADERSHIP EXPERIENCE

Leader-practitioner and forward-thinking maximalist with over 30 years of experience advising Fortune 500 businesses, and entrepreneurial ventures in technology, digital transformation, talent strategy, and alliances and partnerships.

CEO: Energize Colorado, Boulder, Colorado (2020-present)

Lead 100+ inspired innovators and business leaders working to build Colorado's next economy—one that serves all across racial and economic divides. To date, Energize Colorado has provided \$45M in grant funds to over 5,000 small businesses across the state.

AWARDS + RECOGNITION

- > In 2022, Governor Polis's Office proclaimed March 23rd **Energize Colorado Day** in recognition of the organization's contribution to economic stabilization efforts during the Covid-19 pandemic.
- > Inspired the **Wendy Lea Female Founder Grant** by Main Street Ventures for leadership at StartupCincy and Cintrifuse. Every year, \$25K will be awarded to a Cincinnati local female entrepreneur.
- > Recognized with the **Community Achievement Award** in 2018 by the University of Cincinnati's Carl Lindner College of Business for mentoring student entrepreneurs with new business ideas.
- > Honored with the **Signal Excellence Award** in 2018 by Procter & Gamble for work with the innovation strategy team.
- > Named a **Woman of Influence in Silicon Valley and San Francisco** in 2012 and 2013 for work with high-profile technology startups across the Bay Area.

BUSINESS LEADERSHIP EXPERIENCE, continued

CEO: Cintrifuse, Cincinnati, Ohio (2014-2018)

Nationally recognized for leadership in developing 500+ startups, connecting 16+ ecosystem partners, engaging 30+ large corporations, activating 50+ mentors and advisors, and investing in 17 national early stage venture firms at Cintrifuse, a public-private partnership building a tech-based economy in the Greater Cincinnati Region. Led the Cintrifuse Syndicate Fund, deploying \$100M capital from corporate LPS. Launched Union Hall, a 35,000-square-foot co-working space in urban Cincinnati to attract and retain entrepreneurs in the region.

CEO: Get Satisfaction, San Francisco, California (2009-2013)

Powered 70,000 active customer communities through Get Satisfaction, a venture-backed technology startup that powered 70,000 active customer communities and hosted more than 35 million consumers each month. Also served as chair of the board, raising venture capital, replatforming products, and developing a pricing/packing strategy for the B2B market.

VP: Siebel Systems, San Mateo, California (1999-2002)

Launched and grew the eBusiness Consulting unit, giving Siebel Systems' global customers insight on and education for their multi-channel strategies.

Co-Founder: The Sales Consultancy, Dallas, Texas, and London, England (merged with OnTarget, acquired by Siebel Systems) (1992-1999)

Co-founded the Sales Consultancy, which serves Fortune 500 technology, telecommunications, and services brands with multichannel processes. Successfully drove the merger with OnTarget, which was acquired by Siebel Systems.

BOARD EXPERIENCE

Enthusiastic board director and chair, offering vision, strategy, and access to a global network of high-growth startups and technology talent. Currently serve corporations (including Danaher Water Platform and Tilt), startup communities (including Techstars and Revolution's Rise of the Rest), and nationally recognized public-private entrepreneurship initiatives.

Corporate and Venture-Backed Boards

Board Member: Danaher Technology & Innovation, Washington, D.C. (2020-Present)

Support strategic development of Danaher's water platform, including digitization of water, decentralization, tech-driven resource recovery, and new business models.

BOARD EXPERIENCE, continued

Venture Advisor: X Genesis, Denver, Colorado (2021-Present)

X Genesis connects experienced entrepreneurs and subject matter experts to innovate solutions for complex global issues, including water, climate, and public health.

Board Member: TiLT, Boulder, Colorado (2021-Present)

Advise this HR startup, providing expertise in capital, partnerships, and alliances. Launched in 2017, TiLT partners with companies to manage employee leave in a proactive and respectful way.

Board Director: Xyleme, Denver, Colorado (2014-2020)

Develop alliance strategies that drive growth at Xyleme, a learning suite developed to enable creation, management, and personalized delivery of education and training content. Acquired by Bow River Capital in 2021.

Founding Member, Advisory Board: P&G Ventures, Cincinnati, Ohio (2014-2019)

P&G Ventures is a startup studio working with entrepreneurs to create new brands, technologies, and business models.

Board Director and Mentor: Techstars, Boulder, Colorado (2017-2019)

Cultivate tomorrow's most promising entrepreneurial tech startups at Techstars, the No.1 global network of entrepreneurs in the world.

Board Advisor: Accompani, Los Altos, California (2014-2018)

Focused on large-corporate adoption strategies for Accompani, an AI-driven relationship intelligence platform. Acquired by Cisco in 2018.

Board Director: Corporate Visions, Pleasanton, California (2009-2015)

Attracted new private equity partners with inorganic growth strategies and restructured the executive team at Corporate Visions, a B2B marketing and sales training company. Acquired by The Riverside Company in 2021.

Board Advisor: Duarte Design, Mountain View, California (2008-2014)

Developed growth strategy, including the launch of a new business model, and sourced executive talent at Duarte--a preeminent presentation company that supports Fortune 1000 companies including American Express, Apple, Google, and Kaiser-Permanente.

BOARD EXPERIENCE, continued

Public-Private Partnership and Nonprofit Boards

Board Director and Finance Committee Chair: BigGreen.org, Boulder, Colorado (2020-Present)

Co-founded by tech entrepreneur Kimbal Musk, BigGreen.org is building a national food culture that promotes youth wellness through food literacy programs.

Advisory Board: Miami of Ohio John Altman School of Entrepreneurship, Oxford, Ohio (2019-Present)

Advise this nationally recognized cross-college entrepreneurship program.

Advisory Board: University of Colorado Boulder College of Engineering and Applied Science, Department of Computer Science, Boulder, Colorado (2019-Present)

Advise on cross-sector and interdepartmental entrepreneurship.

Board Director: Amplify Louisville, Kentucky (2018-Present)

A public-private partnership that unites government, universities, private companies, and entrepreneurs to grow the region's tech economy.

Advisory Board: Capital Committee of LHCC (Louisville Healthcare CEO Council), Kentucky (2018-Present)

A council promotes aging innovation in Louisville, an epicenter producing over \$100 billion in revenue annually.

Advisory Board: C3 (Commonwealth Commercialization Center), Kentucky (2018-2019)

Lead the investment committee for this active public-private partnership focused on state-wide university commercialization strategy, connecting university technology transfer offices and leveraging access to legal, talent, and investment.

Board Director: The INTERalliance, Cincinnati, Ohio (2016-2018)

Mentored high school students interested in careers in technology. The INTERalliance organization partners with corporations to design experiences that inspire young talent to pursue a technology career in the Greater Cincinnati region.

Board Director: The Health Collaborative, Cincinnati, Ohio (2015-2018)

Supported community wellness strategy and technology innovation in the hospital systems and research institutions at The Health Collaborative, a public-private partnership that delivers community programs and data-driven technology solutions to the healthcare ecosystem in the Greater Cincinnati region.

REFERENCES

Bob McDonald

Former Secretary,
Veteran's Administration
Former CEO,
Procter & Gamble
Cincinnati, Ohio
ramwp75@gmail.com

Brad Feld

Managing Director,
Foundry Group
Co-Founder, Techstars
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Meg Porfido, JD

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Shellye Archambeau

Board Director,
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Former CEO, Metricstream
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Tom Williams

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Co-Founder, Cintrifuse
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INVESTMENT EXPERIENCE

Strategic investor adept at identifying technological innovations for B2B and B2C markets. Knowledgeable funder well-versed in recognizing promising digital business solutions and allocating resources strategically to effectively and efficiently develop, market, and sell these solutions.

Current LP Investor

Vine Street Ventures (Roadtrippers, Losant, Ahalogy), Cincinnati, Ohio

Techstars Ventures (Uber, SendGrid, Twilio), Boulder, Colorado

HVentures (consumer household brands) Cincinnati, Ohio

Vault Fund (fund of funds manager focused on global venture studios), Boulder, Colorado

X Genesis (connecting entrepreneurs with subject matter experts to solve the world's most complex problems), Denver Colorado

Current Startup Investor

Him for Her/illumyn (social impact venture accelerating diversity on corporate boards), San Francisco, California