



ACTIVATION CAPITAL

From start to phenomenal

FOR IMMEDIATE RELEASE
Friday, June 30, 2017

Activation Capital
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Activation Council Elects Two New Members; Massey Named Strategic Initiatives Advisor

RICHMOND – The Activation Council has elected two new members and two current members were re-elected. In addition, in July, Travis Massey will join the VA Bio+Tech Park team, an anchor institution of Activation Capital, as Strategic Initiatives Advisor.

RE-ELECTION (term ends June 30, 2020):

- Jen Finn, COO, Small Business Bank, Capital One
- Kim Scheeler, President/CEO, ChamberRVA

ELECTION:

- Bryan Bostic, Managing Director, Spanish Moss Holdings LLC
Term expires June 30, 2018
- Garret Westlake, Entrepreneur and Executive Director, VCU DaVinci Center
Term expires June 30, 2020

Speaking about the appointments Carrie Roth, President & CEO of Activation Capital, said, “Bryan and Garret will be outstanding additions to the Council. Bryan’s experience as a successful founder and investor will ensure the Activation Capital puts the entrepreneur first. Garret provides a unique perspective as a founder and as a transplant from a top Arizona State program. As Executive Director of VCU’s DaVinci Center he is very plugged in to the talent in Richmond. The reappointments of Jen and Kim provide representation from key stakeholders. These members will continue to help the Richmond region progress and be the hub of entrepreneurial activity and innovation.”

Travis Massey will join the team as Strategic Initiatives Advisor. He will assist the President & CEO with initiatives to advance Activation Capital in support of the regional innovation and entrepreneurial ecosystem. Travis formerly led Orange Grove Fleet Solutions, LLC, an innovative vehicle leasing company launched in 2014. Previously he was Director of Business Development at rare cell detection company GPB Scientific LLC, located in the Bio+Tech Center, and Director of Marketing at CellPoint Diagnostics, a cancer detection and analysis company. Travis is also Vice President of the Virginia Institute of Marine Science Foundation and a member of the Advisory Board of the VCU Massey Cancer Center. He earned a BA in molecular biology from Princeton University and an MBA from UVA's Darden School of Business.

The Activation Council and the VA Bio+Tech Partnership also agreed to continue funding the Program Manager position for the Lighthouse Labs Accelerator held by Joanna Pheil.

About Activation Council: Activation Council is a forum for collaboration and coordinated innovation activities amongst stakeholders in the region. With the goal of promoting innovative activity and growth sectors through infrastructure for entrepreneurial, innovation and commercialization success, the Activation Council makes the Richmond region a hub for knowledge-based startups, entrepreneurs and all things innovative.

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