

# LINDSAY TYSON

## Chief Marketing Officer

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As Chief Marketing Officer of Meridian Cooperative, Lindsay Tyson is responsible for leading the Meridian Enterprise marketing programs, brand recognition, and corporate events and sponsorships. She is focused on driving the company vision of helping to transform the utility customer experience by building our brands to promote our innovative solutions and service driven initiatives. Prior to joining the Meridian team, Lindsay spent the past 15 years working with many notable brands in various industries, from institutions of higher education to Fortune companies including Delta, Verizon, and MCI.

Lindsay's greatest strengths are her creativity, drive and leadership. She thrives on challenges, particularly those that expand the Meridian Enterprise's reach and equity. Lindsay is a team player who collaborates and strategizes to bring brands to life. As an award-winning designer she demonstrates the ability to combine visual assets with communication to create compelling campaigns that tell a story. Her honors and accolades include awards from AIGA, American Advertising Federation, and Graphic Design U.S.A.

Lindsay is a proven leader with a strong foundation in both creative and marketing teams. She is a dynamic team motivator and a champion for cultural competence. She has extensive experience in design, art direction, brand management, marketing campaigns, developing strategies, and cultivating creative teams. Lindsay holds a BFA and an MFA in Graphic Design from Georgia Southern University and an MBA in Marketing from American University. She also recently completed certifications in organizational leadership and agile leadership.

