

## **Climavision Names Linda Maynard Senior Executive Vice President, Marketing & Communications**

**Louisville, KY – April, 2022** – Climavision, a weather tech company that is leveraging high-resolution radar and satellites to fill existing coverage gaps, today announced it has named Linda Maynard Senior Executive Vice President, Marketing & Communications. Maynard is responsible for overseeing the planning, development and execution of the company's marketing and branding initiatives.

Before joining Climavision, Maynard was the co-founder and Chief Marketing Officer for Blue Umbrella, where she operated in multiple capacities to develop the business into a highly successful marketing and management firm. Blue Umbrella focused on assisting small-to-medium weather-related businesses with boosting brand awareness, expanding their digital footprint, and capitalizing on opportunities to secure new business and increase revenue potential.

Prior to founding Blue Umbrella, Maynard was the Vice President of Corporate Marketing for The Weather Company (formerly known as WSI), setting the course for the company's overall marketing strategy. She was also responsible for developing national and international product launches, and overseeing all creative development, including branding, PR programs, promotional videos, trade shows, sales programs, and collateral for new and existing products.

Earlier in her career, Maynard was Marketing Director for two internet media start-ups in San Francisco and New York City, where she was charged with developing business, building awareness and accelerating adoption among both clients and end users. Prior to those positions, Maynard managed advertising and promotions for several of the nation's most prominent television stations in Philadelphia and San Francisco with exceptional marketing results.

"Linda has led a number of tremendously successful marketing initiatives in the weather technology area, so she is a natural fit for this role," said Climavision Co-Founder and CEO Chris Goode. "We know she'll be a huge asset to Climavision with her extensive background in marketing and communications, I'm excited to have her join our leadership team."

"I have been involved with a number of innovative weather organizations in my career, and I can absolutely say Climavision's technologies are the most exciting I have ever had the opportunity to promote," said Maynard. "It is extremely rewarding to be working for a company that is taking such a revolutionary new approach to climate technology and making the world a safer place for communities and businesses. I am honored to be a part of this organization."

Maynard holds a bachelor's degree in communications from Temple University.

### **About Climavision**

Climavision brings together the power of a proprietary, high-resolution weather radar and satellite network combined with advanced weather prediction modelling and decades of industry expertise to reduce existing coverage gaps and drastically improve forecast ability. Climavision's revolutionary new approach to climate technology weather solutions ~~is poised to help~~ reduce the economic risks of climate change on companies, governments, and societies alike. Climavision is backed by The Rise Fund, the world's largest global impact platform committed to achieving measurable, positive social and environmental outcomes alongside competitive financial returns. The company is headquartered in Louisville, KY, with research and development operations in Raleigh, NC. To learn more, visit [www.Climavision.com](http://www.Climavision.com)

**Media Contact:**

Neal Stein

Technology PR Solutions

321-473-7407

[nealstein@techprsolutions.com](mailto:nealstein@techprsolutions.com)