



### **Marissa Limsiaco – President, Tenavox Corp**

Grit is one of the greatest predictors of success. It is a trait Marissa Limsiaco honed as a West Point cadet and as a U.S. Army commander. Marissa's military experience informs her approach to leadership and her position as President of Tenavox. As a leader, her priority is to create a culture of trust for her team. It is then her responsibility to motivate and adjust strategies over the long term, until the mission is complete. It is a position that requires perseverance and passion – it requires grit.

Even in her earliest role as a platoon leader in the Army, Marissa's drive and entrepreneurial spirit were evident. During the surge of 2007, Marissa was stationed at Northern Iraq's busiest aviation hot-fueling and arming point. When she observed inefficiencies in the resupply system, she put her systems engineering education to work to address them. The solutions she developed and executed required buy-in from the highest level of command and the full cooperation of her platoon. Her innovations resulted in a 75 percent decrease in service time at a critical point in the conflict. When she was promoted to commander, Marissa led a 108-person support unit responsible for deployment processes of more than 800 service members entering and leaving Iraq.

Following five years of active duty, Marissa returned to civilian life to pursue business opportunities and her M.B.A. A position as an Urban Planning and Development Consultant to Hillwood Properties, a Perot company, initiated a long-term involvement in commercial real estate. Marissa next co-founded Phoundry Development Holdings to provide start-ups with technology services that would help them validate business models. At Phoundry, Marissa knew that her unyielding drive for innovation and improvement would be the determining factor for her future entrepreneurial and career path. Phoundry's offerings helped clients raise nearly \$3 million in seed funding and runway for expansion.

Following Phoundry, Marissa put her interest in social entrepreneurship into action as an Executive Management Consultant with the Girl Scouts of Central Texas. She advised the CEO on systems improvements and expanded the organization's STEM initiatives to include coding and aviation programs. Her research in micro lending led her to the Dominican Republic and to South Africa, where she spearheaded a successful social media fundraising campaign for a Cape Town-based AIDS organization.

Just prior to co-founding Tenavox, Marissa served as Program Developer for the Department of Veterans Affairs where she designed and led the restructuring of an internal customer service platform, which resulted in a 400 percent improvement in customer service response times. She also oversaw the planning and development of the agency's new mobile communications platform, which is predicted to save the VA \$18 million annually.

In addition to Tenavox, Marissa currently volunteers a few hours a week as Chief of Staff for the New York-based National Realty Club. The not-for-profit NRC has a seventy-year history of providing a forum for senior-level industry professionals to build relationships, discuss common goals and enhance business opportunities. Her position within the NRC provides Tenavox with access to building owners and tenant representatives and will facilitate the company gaining traction in markets outside of Houston quickly.

Marissa credits her West Point education – and an uncompromising grandfather – for teaching her perseverance and determination. At the Academy, Marissa was Captain of the women's tennis team, where she set six school records and became the first player in Academy history to win more than 100 doubles matches. Marissa also holds a M.P.Aff. with a concentration in Executive Leadership from the Lyndon B. Johnson School of Public Affairs at University of Texas at Austin, and an M.B.A. from the M.J. Neeley School of Business at Texas Christian University. She lives in Austin, Texas.