



**RELEASE DATE:**

10-9-2020

**CONTACTS**

Lauren Asmus  
startGNV Director  
lauren.asmus@startgnv.com  
850.384.1415

**startGNV Announces Lauren Asmus as Full-Time Director**

The startGNV Board of Directors is thrilled to announce the appointment of Lauren Asmus as the organization's new full-time Director. Lauren Asmus succeeds Lauren Hemingway, Program Director for the Tech Talent Initiative.

"The placement of a full-time staff position is a growth milestone for startGNV, allowing us to continue to expand our organizational capacity and community impact. Lauren Asmus's strong background in community relations and project management is a great asset and we are so excited to welcome her to the team," says Aidan Augustin, startGNV Board President and Co-Founder and President of Feathr.

Lauren Asmus brings nine years of experience as a communications and public outreach strategist, serving a diverse array of corporate and nonprofit clients. She specializes in community organizing, public relations, and public affairs. She moved to Gainesville in 2019, where she served as the Communications Director for CareerSource North Central Florida. After completing her Master's Degree in Communications and Media at Florida State University, Asmus served two years as an Americorps Volunteer in Service to America in Billings, Montana.

startGNV is a non-profit dedicated to growing the innovation ecosystem of Greater Gainesville. For the past two years, the volunteer-run organization has been facilitated by a working board. "All of our efforts at startGNV are a result of the enthusiasm our local employers have about the potential of a thriving tech and startup scene," says Lindsey Day, Hiring Committee Board Member at startGNV and Assistant Director for Talent Acquisition and Development at Infotech. "In 2019 their generous contributions allowed us to create the Tech Talent Initiative. After a robust search and meeting with many talented candidates, we can't wait to work with our new full-time director to elevate our events and services."

"We would also like to recognize the outstanding role Lauren Hemingway has played over the past year as we launched the Tech Talent Initiative, including a full organizational rebrand, website, and jobs portal," says Augustin. "The result of her hard work and the commitment of our dedicated volunteer network has resulted in a great year for startGNV and the Greater Gainesville innovation ecosystem."

**About startGNV:** startGNV is a 501(c)(3) non-profit focused on growing the innovation ecosystem of Greater Gainesville. We are led by a "working board" of active volunteers including founders of high-growth startups, leaders of established tech companies,



professionals from the University of Florida, and other passionate citizens of this beautiful, quirky community we all share. Visit our website <http://startgmv.com>

###