

## **RBTC Announces Two New Hires and Marketing Partnership**

**ROANOKE, VA – November 21, 2019.** The Roanoke Blacksburg Technology Council (RBTC) is excited to announce the hiring of two new team members. Lindsey Eversole has joined the organization as director of programs and events, and Sarah Phillips will serve as its membership coordinator. In addition to these new hires, the RBTC has partnered with Roanoke-based agency B2C Enterprises to oversee its ongoing marketing and communications activities.

“All three of these new additions are important steps toward our goal of providing our members and community the services and value they deserve and should expect from the region’s chief technology organization,” said John Phillips, RBTC President. While there have been significant changes in the organization over the past year, we believe that we have put together the right team to help the organization achieve its mission and attract greater visibility for RBTC member organizations and the critical work being done in the region.”

### **About Eversole**

Eversole brings more than a decade of experience to her role of director of programs and events. Prior to joining the RBTC, Eversole coordinated the VT Global Entrepreneur Partnership and served as member services manager at VT KnowledgeWorks, a business resource center that supports entrepreneurs and startups. Eversole holds a bachelor’s degree in marketing management from Virginia Tech and is certified by the Incubator Management Program.

### **About Phillips**

In addition to her role as membership coordinator for the RBTC, Phillips is also the project manager for the Regional Accelerator and Mentoring Program (RAMP). Previously, Phillips was an AmeriCorps member working for RAMP Director, Mary Miller. A recent graduate of Virginia Tech, Phillips earned her bachelor’s degree in international studies with a concentration in business and a minor in French.

### **About B2C Enterprises**

B2C Enterprises is an award-winning advertising and marketing agency that assists organizations with creating and positioning their brands. The agency’s work has been recognized for website design, television production, public relations, graphic design, and fully integrated campaign solutions. To learn more about the talented team at B2C Enterprises and the services the agency provides, visit [B2CEnterprises.com](http://B2CEnterprises.com).

### **About RBTC**

Celebrating its 20th year, the RBTC is a member-driven association working to promote the growth of the Roanoke-Blacksburg technology and innovation community. RBTC is the essential business resource for technology entrepreneurs and companies seeking to achieve greater success. Membership ranges from emerging technology firms to the largest employers in the region. The RBTC is building a community that is a catalyst for innovation, inspiration, success, and leadership within the Roanoke-Blacksburg region. To learn more, visit [rbtc.tech](http://rbtc.tech)

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