



Yolanda Lindsay

Chief Marketing Officer

With over ten years of experience in digital marketing and social media, Yolanda is a seasoned marketing expert who leads the marketing function at VBCHC and its subsidiaries Venture Backed, PMI Systems and GovTech Innovations, a fast-growing organizational ecosystem of startups that connect entrepreneurs and investors. As the Chief Marketing Officer, she is instrumental in crafting and executing comprehensive marketing roadmaps that align with corporate objectives, propelling brand recognition and market penetration.



She is proficient in developing and nurturing global brand ecosystems, and cultivating compelling narratives that resonate with target audiences. She leverages her skills in customer relationship management, communication, and creative problem-solving to deploy omnichannel marketing initiatives that optimize reach and engagement across diverse markets. She is also adept at conceptualizing and implementing breakthrough marketing campaigns, integrating cutting-edge technologies and data-driven insights to generate leads, conversions, and loyalty. She holds a Certified Digital Marketing Professional credential from the Digital Marketing Institute and a Social Marketing Certification from Hootsuite, demonstrating her commitment to staying abreast of the latest trends and best practices in the industry.