



# Executive Team

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## Kara Wasser, CEO

Kara's professional portfolio expands over more than a decade in the financial industry as a leader and producer, nearly ten years in real estate lending as a mortgage loan officer and six years in financial services management with a regional bank. After her own personal experiences with the challenges and frustrations with the lack of clear communication in the healthcare setting, she set out to create a solution. She founded Dub Diversified, LLC, where she created the concept and design for OhanaLink Baby™—a smartphone app to help expectant mothers and their support person to bridge communication gaps between patients and their families. She solely built the business from idea, to prototype, to a native mobile app ready to enter the market. Kara left her full-time corporate role to become a relentless entrepreneur pursuing her vision—which is to take a product from concept to market. Kara completed a master's degree in Leadership and Professional Development from Duquesne University in Pittsburgh, Pennsylvania and bachelor's degree in Communication Studies. Kara resides in Hermitage, Pennsylvania with her husband and two children.



## Janet Earle, CFO

Janet brings extensive financial expertise to OhanaLink Technologies with more than 25 years in the finance and accounting field in a variety of markets, including financial services, manufacturing, and healthcare. In 2019, Janet founded Riverchapel Financial, LLC specializing in private equity and real estate fund accounting and administration, with over \$75M under her administration. Janet also consults as an independent CFO partnering with businesses to promote growth within their communities and is part of the Greenville Planning Commission. Prior to founding Riverchapel Financial, she served as CFO and Managing Principal of JFS Wealth Advisors in Hermitage, PA, an investment firm with over \$3B of Assets Under Management. Janet has been involved with numerous start-up's during her career and have participated in multiple mergers and acquisitions, spurring rapid growth in companies. Janet is an Accounting graduate of Robert Morris College and earned her MBA at Gannon University. Janet resides in Greenville, Pennsylvania with her husband and in her spare time enjoys hosting dinners for her extended family.



OhanaLink Technologies™

### About OhanaLink Technologies™

Developed as the brainchild of banker turned entrepreneur as a result of missing the birth of her niece due to ineffective text messaging, OhanaLink Technologies™ was launched in 2017. The woman-owned tech development company based in western Pennsylvania debuted its beta product, OhanaLink Baby™, in 2019. Meeting market demand allowed OLT to advance the development of its proprietary communication and support platform and in 2020 introduced its first in the market, multi-use suite of mobile solutions for consumer use, healthcare use, and business, industry and agency use.

Today, our comprehensive, unique menu of solutions features private, easy to use mobile technology that directly connects users to a pre-selected "ohana" or network.

Whether the need is to share a chapter in life's journey with family and friends, experiencing a health related issue and need support, or want to communicate and connect with those you support through your business or agency, then OhanaLink Technologies™ provides the critical mobile technology.

### OhanaLink Technologies

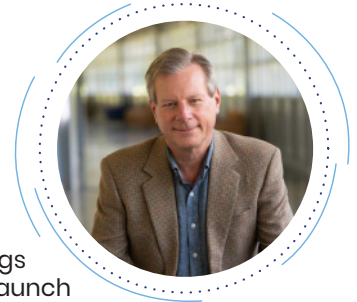
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## Tom McKinley, CTO

Tom McKinley, acting CTO, is a serial entrepreneur bringing decades of technical and business experience within both startup and corporate environments. Prior experience at Apple computer and three Silicon Valley startups, as well as extensive experience with startups within Sony, AT&T and Motorola New Enterprises in Chicago, Ill., among others, brings a breadth of knowledge and experience that has played an integral role in development, launch and growing OhanaLink Technologies. Over the past 5 years, Tom served as the principal of McKinley Technical Services that developed and serviced new technology services of the hospitality industry. In addition, Tom has been very active in a number of regional economic development activities and projects as a long-time board member of the 8- county Northwest Regional Planning and Development Commission. He has served his local community as the president of the New Wilmington Area Chamber of Commerce and a founding member of the New Wilmington EDComm, a local economic development engine. An electrical engineering graduate of Gannon University, Tom also is the technical adviser to his local school district's drama and music departments and can often be found in his barn working with his horses.



## Lisa DiMuccio-Zgela, CMO

Lisa joined OhanaLink Technologies as the Chief Marketing Officer leading the sales and marketing efforts. As a senior marketing and brand strategist, Lisa has spent nearly three decades developing and implementing large scale marketing, public and media relations, communications and customer acquisition strategies in a wide range of industries. Lisa launched her own marketing consulting firm, Little Gal Communications, designed specifically to help small to medium sized businesses succeed by providing a unique business model. Lisa holds a BS in Communications, completed her professional certification in Marketing and Public Relations, is certified in grant writing, and is a graduate of a leadership program. Her professional awards include: Telly award for television advertising campaign, and multiple PR & Marketing industry recognitions, as well as recognition as outstanding Business Woman of the Year and United Way Individual Champion award. Lisa has deep roots in the area. A graduate of Wilmington High School in New Wilmington, PA, she raised her four daughters in the Lawrence County community. She and her husband built their family dream house in the county and are now, more than ever, committed to seeing the region prosper.



## Alissa Jordan, CCO

Alissa joins OhanaLink Technologies as the Chief Compliance Officer. As an alumna of Duquesne University School of Law she is a licensed attorney as well as an established healthcare compliance and ethics professional. Alissa has more than 15+ years of experience in privacy, compliance risk management, legislative and regulatory analysis, and consultation in product development and operations in outpatient mental health delivery and related social services, health insurance (fully insured and self-funded) and benefit administration, and most recently hospital and physician-based healthcare delivery. Alissa is married and has a son, who serves in the US Navy as a submariner and a bonus daughter, who has a 2nd degree black belt in TKD, white belt in Brazilian Jiu-Jitsu, skateboarder, and a straight A student. In her free time, she likes to garden and catch some rays (preferably at the beach but she will take what she can get in Western PA). She has a slight Harry Potter obsession. She is excited to be joining the OhanaLink family and furthering OLT's mission with trust at the center of everything we do.

