



Kara Wasser, CEO



Kara Wasser is the Founder and CEO of OhanaLink Technologies™, a woman-owned technology solutions development company based in Western Pennsylvania. After her own personal experiences with the

challenges and frustrations with the lack of clear communication in a healthcare setting, resulting in missing the birth of her niece, she set out to create a solution. She designed the original concept for OhanaLink Baby™—a smartphone app to help expectant mothers and their support person to bridge communication gaps between patients and their families. She continues to expand the company's offerings from a single app to a menu of innovative mobile solutions designed to connect and support users. More recently, the company collaborated with a group of domestic violence agencies to develop mobile technology that transforms the delivery of services between advocates and victims of domestic abuse, OhanaLink Purple is the first in the market safe, secure and private delivery system available in the U.S.

Kara's professional portfolio expands over more than a decade in the financial industry. She left her full-time corporate role in 2019 to pursue her vision to create solutions that increase communication and support in the social care and health care markets.

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 their two children.



Tom McKinley, CTO



Tom McKinley, 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.

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.



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, branding, public 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. 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 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.



Alissa Jordan, CCO



Alissa joined OhanaLink Technologies as the Chief Compliance Officer in June, 2021. As an alumna of Duquesne University School of Law she is a licensed attorney as well as an established leader in corporate

compliance and ethics. Alissa has more than 15+ years of experience in privacy, legal and compliance, risk management, and legislative and regulatory analysis. She has provided consultation in product development and operations in various markets including social care, health insurance (fully insured and self-funded), benefit administration, and hospital and physician-based healthcare delivery. She cohosts a podcast with her husband, is a web3 enthusiast, and speaks at national events and conferences like NFT VIP, Miami NFT Week, NFT NYC, and others. Alissa is extremely proud of her son (a US Navy submariner) and bonus daughter (3rd degree TKD blackbelt, straight A student, and overall powerhouse). She is excited to be a part furthering OLT's mission with trust at the forefront of everything we do.



OhanaLink Technologies™

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