



Melissa Clausen Conrad

**Vice President, Wellness & Marketing
Shareholder**

Melissa joined Touchmark in 2013, bringing a broad range of experience that includes branding, product, strategic, and analytical marketing for B2B and B2C. At Touchmark, her responsibilities broadened from overseeing Marketing and Public Relations to assuming responsibility for resident Life Enrichment and Wellness, team member wellness, and health and fitness operations, as well.

Prior to joining Touchmark, Melissa founded and served as President of Magnetic Marketing, a small marketing consulting firm that specialized in branding, segmentation, digital, and best-practice marketing. Touchmark was one of the company's clients.

Before launching Magnetic Marketing, Melissa worked for Daimler Trucks North America, a leading heavy-duty truck manufacturer, where she held a variety of positions over 12 years. As Director of Product Marketing for the Freightliner Truck brand, she was responsible for product launches, brand-related marketing collateral, sales training, and the Freightliner/NASCAR sponsorship program. Her other roles included strategic planning, market research, and market analysis.

Melissa serves on the Board of Directors for Project Lemonade, which works to inspire self-esteem in foster youth. She earned a Master of Business Administration from the University of Portland and holds a Bachelor of Science in Business Administration with an emphasis in marketing from Oregon State University, where she graduated with honors.

Away from work, Melissa enjoys traveling, winetasting, being outdoors, and golfing. She and her husband Chad have a daughter; the family lives in Portland.