

Lindsey Wagoner

Vice President of Marketing



Ms. Wagoner joined Mayson Capital Partners, LLC (Mayson Capital) in 2015. Mayson Capital Partners (Mayson Capital) is a private investment firm based in Cape Girardeau, Missouri. Mayson Capital's core investments include convenience stores, restaurants, hotels and a community bank. Other operating companies include a general contracting company, a self-storage business and an urgent care clinic with affiliated medical billing company. Several of these businesses drive growth in a commercial real estate portfolio that includes additional commercial properties and developments. Mayson Capital also allocates capital to technology and venture investments with opportunity for significant growth.

Mayson Capital leads investments with its own capital. Additional funds are raised from a network of high net-worth individuals on a deal-by-deal basis. This approach allows flexibility with deal structures and tends to yield more patient capital while portfolio businesses carry out their business plans.

Ms. Wagoner graduated *summa cum laude* from Southeast Missouri State University with a B.S. in Business Administration and a major in Marketing Management. She began her career as the Marketing and Advertising Manager for a regional tire dealer. For 14 years, she purchased traditional media, developed campaign messages, launched the retailer's presence on digital platforms and coordinated marketing strategies with the world's largest tire manufacturers. Later, she joined a digital marketing agency to develop her digital marketing skills further.

Since joining Mayson Capital, Ms. Wagoner has engaged customers through projects that most marketers never imagine including a Guinness World Record for the world's largest soft drink cup, which now serves as a Cape Girardeau landmark. She also earned *Convenience Store Decisions' 2018 Best Overall Engagement through Ongoing Social Media Campaigns* award. Ms. Wagoner actively markets six Imo's Pizza locations in Southeast Missouri, which have raised over \$92,000 for local schools and organizations through a fundraising program she developed. Launching and supporting six Rally's Drive-In franchises is one of her latest projects.

Lindsey resides in Kelso, Missouri with her three children. She serves as CEO of her children's busy sports schedules. Lindsey utilizes her marketing skills outside of work by organizing fundraisers for her children's school including its annual golf tournament and dinner auction. Lindsey enjoys sharing her appreciation for marketing with students who are interested in pursuing it as a career. She has served as a guest speaker at multiple high school career days explaining different marketing career paths.

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