

**Melissa Welch-Lamoreaux, Principal, Loud & Clear Communications**

For the last 15 years, Melissa has excelled in her career as a public relations and marketing professional.

The energy, enthusiasm, and strategic public relations and media relations skills that Melissa brings to the boardroom table has helped her build credibility and awareness for a long list of reputable companies.

With critical solution skills, Melissa does not take no for answer. If it's a good idea, she will build the strategy and team of professionals that will get the job done.

As Vice President/Director of Public Relations at award-winning advertising and public relations agency Roger Christian & Company, she has gained extensive experience in the hospitality, entertainment, real estate, automotive, transportation, department of defense, higher education and health care industries.

She has won awards for her copywriting and creative planning from International Association of Business Communicators and San Antonio Advertising Federation.

She is a graduate of Leadership New Braunfels and holds a bachelor's degree in mass communications from Texas State University.