

## KARE Adds to Leadership Team With Hiring of Lindsay Evans and Tonya Tedrick



**Texas, Houston, Sep 21, 2021 ([IssueWire.com](https://www.issuewire.com))** - KARE, the leading digital labor marketplace for Post-Acute and Senior Care, continues to grow and is thrilled to announce the addition to its leadership team with the hiring of Vice President of Product, Lindsay Evans, and Director of Marketing, Tonya Tedrick.

With 15 years of experience in the Senior Living industry, Lindsay Evans joins KARE with a wealth of knowledge around technology products that meet market needs. Most recently working in product management with Touchtown, she helped focus on empathetic user experiences and operational efficiencies that drove product design. At KARE, Lindsay will help build on KARE's already intuitive and effective platform by creating new processes and product enhancements to further propel KARE as a leader in the senior living digital labor marketplace.

"I'm thrilled to be joining the KARE team to use my knowledge to grow and evolve an already amazing and innovative product that directly solves the senior living staff crisis of today," said Lindsay.

"We are beyond excited to have Lindsay's energy and passion behind our product. She joins our team at the perfect time as we gear up to meet the strong industry demand for market growth and I know she will do great things for the voice of our Heroes and Customers," said Bridget Kaselak, Chief Operating Officer of KARE.

Joining KARE along with Lindsay is Tonya Tedrick who brings 20 years of branding and marketing leadership expertise in a variety of industries. Tonya spent the first half of her career working with large, nationally recognized consumer brands. Over the last several years, she has focused on specializing in marketing across the health care continuum. Tonya's work has led to award-winning marketing campaigns and increased brand awareness for several programs in the health care industry. She most recently advised acute and post-acute clients on reputation management strategy and SEO with NRC Health. Tonya will lead KARE's marketing and branding as it grows across the United States and beyond.

"In order to continue our mission of supporting our frontline caregivers and the communities they serve, we need to have the right leaders who understand, and can execute on that mission, added Charles Turner, CEO of KARE. "We believe Tonya and Lindsay are the perfect people to help lead our revolution

forward.”

## **About KARE**

KARE is the first labor marketplace dedicated solely to the Senior Housing and Post-Acute industry. KARE connects caregivers, nurses, CNAs, and hospitality staff with Senior Care Communities and Nursing Homes. Transforming caregivers into heroes, by picking up open shifts that fit their schedules via the KARE mobile app. KARE delivers a revolutionary approach to staffing in the post-acute industry.

###

## **Media Contact**

KARE/ Charles Turner

cturner@doyoukare.com

Source : KARE

[See on IssueWire](#)