

Chattanooga's CO.LAB hires Chloé Morrison to join senior leadership

Communication, journalism veteran brings more than a decade of experience to the role

Chattanooga, TN – Longtime journalist Chloé Morrison has been named Director of Communications for [The Company Lab](#) (CO.LAB), a nonprofit organization supporting entrepreneurs and startups across southeast Tennessee.

Morrison is a veteran communicator who covered startups in the Scenic City for seven years at media startup Nooga.com. She brings a passion for startup companies and a wealth of content creation experience. She will assume the role on June 7.

Morrison will lead the nonprofit's messaging, branding and public relations, working closely with [CEO Lindsey Cox](#) and other leadership team members.

"We're excited to have Chloé join the team as we evolve and continue to support local entrepreneurs and startups," Cox said. "She's been a keen observer of the city's startups through her reporting and will bring experience, knowledge and enthusiasm to the role."

Morrison has worked at the Chattanooga Times Free Press, startup online news outlet Nooga.com, and for growing news and lifestyle brand NOOGAtoday. She also teaches media writing at the University of Tennessee at Chattanooga.

"I've always admired The Company Lab's work, and I'm thrilled to get to be a part of what's next for this fantastic nonprofit," Morrison said. "I've been privileged to work in journalism for so long, and I'm looking forward to a new challenge and to championing CO.LAB and the city's startups."

Cox, who assumed her role as CEO in April 2021, is leading the organization through a post-COVID-19 environment that has transformed the way entrepreneurs everywhere work. The future is increasingly reliant on technology, and Chattanooga — aka Gig City — has been on the cutting edge of innovation for more than a decade.

The organization is also currently hiring a [Director of Programs](#).

About The Company Lab (CO.LAB)

The Company Lab (CO.LAB) is a nonprofit organization that supports entrepreneurial growth in southeast Tennessee. Established as the region's front door for entrepreneurs, CO.LAB works to increase the capability and viability of startups and strengthen the ecosystem of support behind them. In doing so, the organization helps entrepreneurs refine their business models, test their ideas with customers, pursue capital and partnerships, and connect with a community of mentors, peers and business experts. Additionally, CO.LAB works to create environments that inspire entrepreneurial activity, open doors within the business community and promote job

creation. The companies CO.LAB supports range from Main Street businesses to tech startups scaling into major markets. To learn more, visit colab.co.