



**Carine Strom Clark** 3rd  
General Partner at Pelion Venture Partners / CEO / Crypto & Blockchain Investments / Digital Transformation Technologies  
Salt Lake City Metropolitan Area · [Contact info](#)  
500+ connections

## Experience

**General Partner**  
Pelion Venture Partners - Full-time  
2021 - Present · less than a year  
Salt Lake City, Utah, United States  
Focused on investing in early-stage companies across the United States. The firm prefers to invest in the technology, enterprise software, digital media, SaaS, and cloud services sectors.

**PRESIDENT / CEO**  
Banyan (Sold to Nuvi)  
2017 - 2019 · 2 yrs  
Orem, Utah  
Within this leadership role, I enjoyed setting the trajectory, by driving innovative business development strategies that propelled organizational growth for a Utah-based HIPAA compliant patient experience software company. [...see more](#)

**PRESIDENT / CEO**  
MartizCX (Sold to InkMoment)  
2014 - 2016 · 2 yrs  
Lehi, Utah  
2016 EY Entrepreneur of the Year Utah Region  
2016 Utah Technology Council Hall of Fame Inductee  
2015 CEO of the Year by Utah Business Magazine [...see more](#)

**PRESIDENT / CEO**  
Allegiance Software Inc. (CX SaaS Platform - Sold to Maritz Market Research)  
2013 - 2014 · 1 yr  
South Jordan, Utah  
Made immediate impact, delivering key results during one-year tenure (prior to merger with MartizCX) within multiple sectors of business development.  
Structured calculated partner program: EY, Ipsos, Maritz Market Research and key [...see more](#)

**SENIOR VICE PRESIDENT, GLOBAL MARKETING and CHIEF MARKETING OFFICER**  
Symantec  
2007 - 2013 · 6 yrs  
Mountain View, CA  
Recognized as 2012 ExecRank #47 of all CMOs worldwide  
Women Tech Leadership Excellence Award  
25th Annual TWIN Award / Silicon Slopes v100 Award [...see more](#)

Show 2 more experiences [v](#)

## Education

**Brigham Young University (School of Management)**  
BA Organizational Communications - Rhetoric  
1981 - 1987

**Brigham Young University**  
MBA Business Management  
1991 - 1993