

## **Darren W MacLeod Appointed Chief Operating Officer and Board Member of Greenlight Analytical**

Halifax, NS: Greenlight Analytical is pleased to announce the appointment of Darren W. MacLeod as the new Chief Operating Officer (COO) and Board Member, effective March 5, 2024.

Darren brings a wealth of operational management expertise, having previously served as Co-founder and Chief Business Officer (CBO) at LifeRaft Inc. During his time at LifeRaft, Darren was instrumental in driving strategic initiatives, securing capital investment, and fostering product market fit, contributing significantly to the company's growth and success.

Before his tenure at LifeRaft, Darren held a key position in the sales leadership team at Radian6 through its acquisition by Salesforce in 2011.

His proven track record and dedication to excellence perfectly align with our organizational objectives. Darren's commitment to driving results and deep understanding of the intricacies inherent with early-stage high-growth environments make him a valuable addition to our team.

As COO, Darren will oversee day-to-day operations and ensure alignment with our strategic goals. Additionally, as a Board Member, he will provide valuable insights and guidance to fuel our company's development and success.

Darren holds a degree in Business from Acadia University with majors in Finance and Accounting and minors in Computer Science and Math.

The entire GLA team extends a warm welcome to Darren and congratulates him on his well-deserved appointment. We are confident that his leadership will be integral in elevating Greenlight Analytical Inc. to new heights