

## **Vitrafy Welcomes Dr. Brad Taylor as VP of Business Development US**

Vitrafy Life Sciences Limited (ASX:VFY) are thrilled to welcome Dr. Brad Taylor as our new Vice President of Business Development, based in Orange County California, USA. With an impressive 17-year career in the life sciences industry, Brad brings a wealth of expertise in commercialising innovative products for both academia and industry.

Prior to joining Vitrafy, Brad served as Vice President of Marketing at Nucleus Biologics, where he played a key role in supporting the cellular therapy sector. His extensive experience includes leadership roles in technical support and training, product management, and marketing at HemaCare, Charles River Laboratories, and PerkinElmer, now Revvity, as well as deep expertise in advancing cutting-edge solutions for the scientific community.

As VP of Business Development, Brad will spearhead Vitrafy's growth opportunities and continue to build the Company's pipeline, with a strong focus on expanding our presence in the US. His leadership will be instrumental as we continue to revolutionise cryopreservation technology, enhance biological sample preservation, and support critical advancements in cell and gene therapy, biobanking, and animal breeding.

We're excited to have Brad on board and look forward to the impact he will make in driving our mission forward!

Please join us in welcoming Brad to the Vitrafy team!