

For Immediate Release

INTRODUCING MICHAEL LAVIGNE: FOCAL'S NEW CHIEF TRANSFORMATION OFFICER

Halifax, NS: July 3, 2024– Focal Research Consultants announced today that Michael J. Lavigne will join Focal as Chief Transformation Officer. Michael has held leadership positions across various industries, including healthcare, SaaS, government, hospitality, and venture capital, working with some of the world's most prominent brands as CEO, COO, and SVP. His 30+ years' experience brings to Focal a deep skillset in transformation and innovation, ranging from startups to multi-nationals.

President of Focal, Tracy Schrans said, "We are excited to welcome Michael on board. A well-known figure in the regional business and government community boasting deep expertise in sales, marketing, operations, and M&A, his career spans across borders working with companies in the US, UK, Caribbean and Japan. With a proven track record of driving business and technological advancements while fostering a culture of creativity and collaboration, Michael brings a wealth of experience to our team."

CEO of Focal, Dr. Tony Schellinck continued, "In an era where innovation is the heartbeat of success, Michael embodies the spirit of forward-thinking leadership. His visionary approach to problem-solving, coupled with a deep understanding of sales and marketing, operations and software development, will help support and propel us into new frontiers of growth and excellence."

"The Focal team believes that innovation is not just about embracing change—it's about leading it. Working closely with the team, my goal is to create unparalleled value for Focal's clients and partners, and I can't wait to embark on an exciting journey of innovation and transformation," said Lavigne.

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About Focal Research Consultants Limited:

[Focal Research](#), is an award-winning Canadian data analytics company that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. Focal has worked with stakeholders worldwide for three decades, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

About ALeRT BETTOR Protection:

[ALeRT](#) is a data-driven prevention tool for finding and assisting at-risk gamblers. It is deployed in 400+ gambling venues worldwide and has been actively used for player protection since 2021. Over the past three years, hundreds of thousands of safer gambling interactions have been delivered for gambling providers in AU, NZ, and the UK with measurable impacts in supporting sustainable gambling.

For more information:

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