

So Young Park

Chief Innovation Officer



Anne-Marie Dacyshyn is the Chief Marketing Officer of dosist. She joins the company in July 2018 and will lead all marketing efforts to ensure the brand is brought to life in an innovative, disruptive and consistent fashion.

Anne-Marie has deep experience and passion for business, brand management, sports and fashion. She joins dosist from Burton where she most recently served as Chief Marketing Officer. During her 16 years at Burton, Anne-Marie worked in a number of different capacities ranging from product development and merchandising to brand, public relations and direct-to-consumer. She helped lead and form global marketing groups across brand, events & partnerships, retail, public relations, creative and digital. Her academic background includes a bachelor's degree in political science from the University of Toronto and a post graduate degree in public relations from Humber College.

Greg Chambers is Vice President – Digital Commerce of dosist. He joins the company in June 2018 and will lead the digital strategy for the company including digital commerce, digital activations and new digital initiatives / innovations.

Greg has envisioned, implemented and measured sustained digital growth solutions across the globe. Most recently Greg served as the Global Group Director of Digital Innovation at The Coca-Cola Company. He has an intense understanding and history of creating digital solutions around big data, artificial intelligence, eCommerce and the Cloud. While at Coca-Cola Greg was the principal architect / strategist for the Coca-Cola Digital Product Suite and was responsible for digitizing Coca-Cola's historic signage program.

Greg Chambers

VP of Digital Commerce

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to be an







Anne-Marie

Dacyshyn

Chief Marketing Officer



Lenny Louis

Senior VP of Canada

Lenny Louis is the Senior Vice President of Canada at dosist. He joined the company in August 2018 and leads the Canadian organization.

Prior to joining dosist, Lenny was the Country Director of Tesla Canada where he was responsible for leading the team to double-digit quarterly revenue growth, transforming the customer experience to make Canada one of the top performing regions and more than doubled the number of Tesla locations in the country. Prior to that, Lenny was the Vice President for SAP Ariba where he successfully grew the business over 3x within two years. Lenny also spent 12 years at Microsoft after earning a honors bachelor of science in computer science from the University of Toronto.





SoYoung Park is Chief Innovation Officer of dosist. She joined the company in November 2017 and is responsible for driving new product development and leading the company's research and science initiatives.

SoYoung sits at the intersection of business and creativity and is an expert in building and growing diverse teams that drive innovation and change through product development. Before dosist, SoYoung served as part of the leadership team at world-renowned international design and consulting firm, IDEO's office in Palo Alto. SoYoung began exploring both the business and creative sides of filmmaking at Universal Pictures, Disney Pictures & Television, and a production company at Warner Bros. Her academic background includes a degree in psychology and an MBA, both from Harvard University.

the team

Anomaly

Cofounders & strategic partners

Reframing cannabis as a wellness tool requires a differentiated product offering, like dosist's targeted formulas and precision dosing, but it also takes a powerful brand and world-class marketing – enter Anomaly, dosist's strategic partner and co-founder. Anomaly led the design of the dose pen and built the world class brand you see today.

Anomaly is a fully integrated marketing partner and communications agency with seven offices across the globe. The agency is consistently ranked one of the top 5 marketing agencies by *AdAge*, *Adweek* and *Forbes* and was listed by *Fast Company* as one of the 50 Most Innovative Companies in the world. Anomaly's client list includes several top companies and globally recognized brands such as – Budweiser, Diageo, Dick's Sporting Goods, Google, and the MLB. The company has an outstanding track record building and launching new brands – including EOS lip balm.



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