



Snug Vest™ Appoints Darren Burke as new CEO

Wearable Therapeutics Inc., industry leader in wearable Deep Pressure Therapy innovation, has announced the appointment of Darren Burke as the company's new CEO

VANCOUVER, BC, CANADA, February 14, 2017 /EINPresswire.com/ -- Wearable Therapeutics Inc. (DBA Snug Vest™), industry leader in wearable Deep Pressure Therapy innovation, has announced the appointment of Darren Burke as the company's new CEO effective February 1, 2017. Company founder and former CEO, Lisa Fraser, continues to serve Wearable Therapeutics in a new role as Chief Innovation Officer, and as Board Chair.

"Darren brings the expertise and insight required to take Wearable Therapeutics to the next level. We are thrilled to welcome him to our team," says Fraser. "Leading Snug Vest has been the most rewarding opportunity for me; however, I am incredibly excited to return to my passion for design and to create further product developments for Wearable Therapeutics. In turn, we can continue to improve quality of life for many through our innovations. This is where I can best serve the company."

Burke has an extensive history in startup ventures and acquisitions, strategic investment, and entrepreneurial mentorship. He holds a Doctorate in Exercise Physiology, and worked for 10-years as a tenured professor in Halifax, NS before he began RIVALUS, a socially responsible sports nutrition company.

"I am honored to join the Snug Vest team. The company has made incredible waves in the Autism and SPD community since its inception in 2014 and is only continuing to gain momentum," says Burke. "The number of lives we can bring positive affect to is immense. I look forward to working with the Snug Vest team, company stakeholders, and Snug Vest community as we continue to create compassionate innovation."

About Snug Vest™

Snug Vest™ is an inflatable vest that delivers calming pressure to the wearer. Firm pressure to the torso helps to relieve anxiety, as well as increase focus and attention, and is especially effective for individuals with high levels of anxiety, stress, or with sensory disorders.

www.snugvest.com

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