



Avid Solutions Welcomes Greyson McGrail as Director of Business Development, Life Sciences

With 15+ years of life sciences experience, Greyson McGrail joins Avid Solutions to lead business development and support growth across pharma and biotech.

RESEARCH TRIANGLE PARK, NC, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- Avid Solutions, a Life Sciences automation and systems integration firm serving manufacturers across North America, today announced that Greyson McGrail has joined the company as Director of Business Development, Life Sciences.

McGrail brings more than 15 years of experience helping healthcare and life sciences organizations get more value from their technology and data. She joins Avid most recently from Medidata Solutions, where she helped pharmaceutical and CRO clients extract greater insight and efficiency from their clinical trial data. Earlier in her career, she helped Johnson & Johnson's teams at SAS turn analytics into faster, better-informed decisions, and worked closely with global CROs and health systems at Veeva Systems to help them get the most out of cloud-based clinical platforms. Her background also includes senior client-facing roles at Takeda Pharmaceuticals, Allergan, and Eli Lilly & Company.

"Greyson has spent her career doing exactly what this role demands — understanding what a client truly needs and staying close to delivery to make sure they get real, lasting value from the solution," said PC Romano, President of Avid Solutions. "Her track record of helping life sciences organizations solve real operational problems makes her an outstanding addition to our team."

In her new role, McGrail will lead business development efforts across Avid's Life Sciences vertical, expanding the company's presence with pharmaceutical, biotech, and medical device manufacturers throughout the Research Triangle Park region and beyond.

McGrail holds a Bachelor of Arts in Journalism from the University of North Carolina at Chapel Hill and an MBA from Campbell University. She is based in Raleigh, N.C.

Avid Solutions partners with Life Sciences, Ag-Chem, and Food & Beverage manufacturers to optimize and transform their operations through automation, process control, and information solutions — delivering not just initial implementation, but long-term value over the life of each solution.

Avid Solutions, Inc.

info@avidsolutionsinc.com

Avid Solutions

+1 336-771-0010

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