



FOR IMMEDIATE RELEASE

November 1, 2023

### Recycle Coach Announces Key Leadership Promotions

Toronto, ON – Recycle Coach, the leading provider of innovative waste management and circular economy solutions, is pleased to announce the promotion of Jeff Galad to the position of President. Galad will be succeeding Founder and current President, Creighton Hooper. Recycle Coach is also proud to announce the promotion of Hesam Esfahani, Ph.D. to Vice President of Software Development.

Galad, who has served as the company's Chief Revenue Officer for the past two years, will continue to harness his extensive experience to guide the company towards continued growth and success. He brings over a decade of experience spanning across digital sales and technology from his previous roles at Triton Digital, a digital audio and software company where he led market expansion in Canada, and Oath (Yahoo!), where he oversaw mobile advertising sales in Canada. Galad also held roles at JUICE Mobile and Postmedia. Under his leadership, the company has seen hyper growth in revenue and retention, while expanding efforts into strategic partnerships outside of local government.

“I’m humbled and excited to continue Creighton’s mission of innovating for such an important industry. Solid Waste and recycling are poised for significant disruption and change. Together, with the entire Recycle Coach team, we will continue to lead in our vertical and provide impactful solutions,” says Galad.

Hesam Esfahani, a valued member of the Recycle Coach team since 2013, will step into the role of Vice President of Software Development. With a Ph.D. in Computer Science from the University of Toronto, he brings a wealth of expertise to the technology development team. Under his leadership, the team will continue to innovate and improve the company's Recycle Coach software and proprietary CASy technology that delivers locally compliant education, as well as the cutting-edge image search feature that enables millions of residents to quickly identify local disposal rules as part of the industry leading What Goes Where tool.

“Without Hesam, Recycle Coach would not be the innovative solution it is today,” says Galad. His contributions are invaluable, and I am proud to steer the next chapter of Recycle Coach together.”

Lorie Wilson, who joined the company in 2008, will continue to lead the Print division and actively participate in various corporate activities. Her dedication and contributions have been instrumental in the company's success.

Starting on January 1, Creighton Hooper will transition into a part-time role where he'll lead product strategy and new development. These leadership promotions mark an exciting chapter for Recycle Coach and demonstrate the company's ongoing commitment to providing top-tier waste management solutions. As Recycle Coach explores future opportunities for growth and expansion, Jeff Galad's promotion to President, Hesam's advancement to Vice President of Software Development, and Lorie Wilson's continued leadership in the Print division all contribute to a strong and dedicated management team ready to take on new challenges.

For further information or inquiries, please contact:

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### **About Recycle Coach**

Recycle Coach is a leading provider of innovative waste management solutions that supports more than 1,500 cities across North America and Australia. With a focus on sustainable and environmentally responsible practices, Recycle Coach empowers municipalities and organizations with tools and resources to enhance their waste management programs. Visit [www.recyclecoach.com](http://www.recyclecoach.com) for more information.