

Genesis Reference Laboratories announces new CEO



Orlando, Florida Jul 17, 2022 ([IssueWire.com](https://www.issuewire.com)) - We are very excited to have an executive leader with such diverse experience within the medical and laboratory space, says managing partner Britt Tranyham. Nicole has been a breath of fresh air bringing so much value to our ever-changing arena. With Nicole's experience specifically in diagnostic leadership and long-term care, we continue to be well positioned in building a solid foundation to scale over time. In another life, Nicole spent several years teaching at the University of Central Florida (UCF). There, she was a key player in creating UCF's top-five nationally ranked professional selling programs where she also received teaching awards for her role in curriculum design, student impact and corporate partnerships. Nicole also served as a business development leader for the university's first professional MBA program. Nicole completed the high potential leadership program from Harvard Business School Executive Education and has recently established a GRL High Potential Leadership Program that will serve as a commitment to the team to help grow and develop leaders within Genesis, something she is very passionate about.

"Every specimen we handle is life and our purpose is to provide clinically actionable and accurate data to promote better healthcare outcomes. I feel blessed to be a part of Genesis Reference Laboratories at such an exciting time in the company's history. We are in growth mode and watching the company evolve is amazing, being in the trenches with our team, and having a front-row seat is without a doubt an amazing reward. I am strongly committed to supporting our mission, vision and values as we serve the entire country and strive to be considered a pillar of the local Orlando community

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