

# LifeSpeak Continues Global Expansion with Strategic Middle East Hire

*Leader In Mental Health and Wellbeing Education for Corporate Employees and Customers Names Nancy Mourad Managing Director, Gulf Region*

TORONTO (November 16, 2021) – [LifeSpeak](#) (TSX: LSPK) the mental health and total wellbeing platform for employee and customer-focused organizations, today announced that it has expanded its global footprint in the EMEA region (Europe, the Middle East and Africa), and hired Nancy Mourad as Managing Director, Gulf.

**“The LifeSpeak platform has proven the value it can add for companies worldwide, and I am confident that organizations across the Middle East will quickly realize that value too”**

As companies across the globe continue to place a significant focus on their employees' mental health to improve the health of their business, Mourad will lead LifeSpeak's efforts in the Middle East by growing and supporting LifeSpeak customers and partners, including insurers and health plans, in this strategic region.

By hiring Mourad and growing its footprint in the Middle East, LifeSpeak is building on its rapid expansion across the globe following the company's initial public offering in July 2021. In the short time since its IPO, the company has announced strategic [partnerships](#) in the United Kingdom and broadened its customer base [into the Asia-Pacific market](#).

In addition, the company has bolstered its offerings in physical fitness and cognitive-behavioral therapy through the acquisitions of [LIFT Digital](#) and [ALAVIDA](#), two complementary SaaS-based platforms for corporate wellbeing.

“The focus companies are placing on mental health and wellbeing didn't happen overnight and has been building for years. And now, we've hit an inflection point where companies across the globe know that supporting their employees and customers is a must,” said Michael Held, CEO, and founder of LifeSpeak. “This movement knows no boundaries, which is a big reason why our on-demand digital health education platform available in multiple languages, anytime, and anywhere, has been so impactful. Nancy's background aligns perfectly with our mission and vision, and I couldn't imagine anyone better suited to lead our rapidly accelerating rollout of LifeSpeak to organizations in the Gulf region.”

Before joining LifeSpeak, Mourad served as the Head of Health and Wellbeing at MetLife for the Gulf region. In this role, she developed strategies and programs for the health and wellness benefits of members insured under MetLife health plans, working with large multinational clients, including HSBC, PepsiCo, DHL, EY, Apple, and Amazon. Her experience provides a wealth of knowledge in public health, behavioral science and technology, gamification, and digital health. Most notably, she launched the Gulf's first health gamification platform within a fortune 50 insurance company in 2014.

Based in Dubai, Mourad holds a Master of Public Health from the University of Minnesota that she attended as a scholar of the prestigious Fulbright program, a Master of Science in Biology from the American University of Beirut, and a Bachelor of Science in Biology (Neuroscience).

“Throughout my career, I've been committed to bridging knowledge with wellbeing and employing technology in ways that can scale to help people be their best,” said Mourad. “LifeSpeak is a perfect match for my passion and experience and knowing that I'll be able to make a real impact on the wellbeing of many people and families in the Gulf region through LifeSpeak clients and partners has been a huge motivation for me to join the team. The LifeSpeak platform has proven the value it can add for companies worldwide, and I am confident that organizations across the Middle East will quickly realize that value too.”

**About LifeSpeak Inc.**

LifeSpeak is a leading software-as-a-service provider of a platform for mental health and total wellbeing education for organizations committed to taking care of their employees and customers. With 17+ years of experience creating and curating thousands of expert-led micro-learning videos and other digital content, LifeSpeak's proprietary library's depth and breadth of easily consumable content helps companies around the world support their people anytime and anywhere. LifeSpeak serves a diverse global client base across many industries and sectors, including Fortune 500 companies, government agencies, insurance providers, and other health technology firms. LifeSpeak is the parent company of Lift Digital Inc. ("LIFT" or "LIFT session) and ALAViDA Health Ltd. ("ALAViDA"). To learn more, follow LifeSpeak on LinkedIn (<http://www.linkedin.com/company/lifespeak-inc>), or visit [www.LifeSpeak.com](http://www.LifeSpeak.com).

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