



YOUR CREATIVE CAREER AWAITS

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FOR IMMEDIATE RELEASE:

February 5, 2021

iCREATE LIMITED

Appointment of Directors

The Board of Directors of iCreate Limited (“iCreate”) is pleased to announce the appointments of Mr. Darren Peart and Mr. Stephen Hector as Directors with effect from February 3, 2021 and February 4, 2021 respectively. Mr. Peart has also been appointed as Chairperson of the Remuneration Committee. Both gentlemen bring to iCreate the vision and business acumen necessary to take the company to the next level of investments and growth.

Mr. Darren Peart

Mr. Peart is a seasoned entrepreneur and information technologist with a depth of experience in research and area data intelligence. As the founder of Blue Dot Data Intelligence Limited (“Blue Dot”) and brainchild behind the company’s data intelligence methodologies, Mr. Peart is credited with bringing a unique service offering to the regional marketing industry. His depth of experience in research techniques, consumer neuroscience, retail intelligence and data mining, have made him instrumental in delivering effective stewardship to the talented Blue Dot team.

Mr. Peart has led the execution of research assignments for a number of major regional and international brands including but not limited to GraceKennedy, Campari/J. Wray & Nephew, National Commercial Bank (NCB), IGT, Digicel and Diageo. His expertise will certainly auger well to the development of iCreate in the digital training space.

Mr. Stephen Hector

Mr. Hector has proven to be a dynamic and strategic leader with excellent presentation and communication skills. His penchant for challenges in Sales and Marketing has been on display throughout his career as he has led the way with many initiatives at the ATL Automotive Group where currently serves as Group Sales and Marketing Director. He boasts a Certificate in Marketing from the London College of Printing and Distributive Trades.

His experience will give support to iCreate’s regional marketing as it seeks to expand to other markets within the Caribbean.

The Board of Directors of iCreate looks forward to their valuable and insightful contributions.

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