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Brandon Bissell Named President of Imperial Clinical Research Services

GRAND RAPIDS, Michigan, December 23, 2020—Brandon Bissell has been named president of Imperial Clinical Research Services, effective Jan. 1, 2021.

Brandon has a proven record of leadership at Imperial. He is part of the leadership team that led Imperial from the dominant provider of clinical research materials into a full-service clinical research provider with a global footprint and experience across six continents.

He has served many roles throughout his long tenure at Imperial, from vice president of marketing to president of Imperial's division that provides print media, graphics, and production services to manufacturing and distribution industries. He led the division's certification to the ISO international standard.

Brandon's culture-centric focus has brought mission-based principles to different divisions at Imperial, emphasizing team-building and the customer experience.

Current president and chief operating officer Steve Swanson joined Imperial as president in 2006 and led the company through extensive innovations and strategic acquisitions. Steve is known as a thought leader in the clinical trials industry and for his many achievements. "Imperial is well-positioned for the future," Steve said. "I wish Brandon and the team continued success. It has been my distinct pleasure to lead Imperial over the last 14 years, and I look forward to hearing more about the company's successes in the years ahead."

"In the coming months, we will build on our strong foundation and Brandon's personal passion for this company and our industry," said Matt Bissell, Imperial chairman of the board and CEO. "The COVID-19 pandemic has brought new challenges. Our global leadership competencies will continue to maintain pace with our clients' rapidly-changing needs," Matt said.

ABOUT IMPERIAL

Imperial Clinical Research Services, based in Grand Rapids, Michigan, provides support for the clinical trial industry through study and site materials, ancillary supplies and equipment, clinical translation management, and patient engagement. Imperial was part of Bissell Inc. for many decades and is still owned by the Bissell family today.