



beyond movement

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## FOR IMMEDIATE RELEASE

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## JRF Ortho Announces Keith Byers as President & Executive Director

Centennial, Colo. – November 14, 2023 – The Board of Directors of JRF Ortho today announced the appointment of Keith Byers as the organization's President & Executive Director, effective immediately. Keith brings to the position years of experience and knowledge in the tissue donation and transplantation industry, as well as more than a decade in leadership roles with JRF Ortho.

Prior to his new role as President & Executive Director, Keith was the Director of Marketing and Distribution at JRF Ortho. Before joining JRF Ortho in 2010, he worked in allograft tissue recovery for AlloSource and Donor Alliance. Keith earned a B.B. A. in Business and Marketing from Southern Adventist University in Chattanooga, Tennessee.

Keith is grateful for the opportunity to lead JRF Ortho through continued positive momentum, finding new ways to innovate and grow. "My passion is helping people and JRF Ortho is well-known and respected within the tissue banking and sports medicine communities for doing just that. Even before joining JRF Ortho, I admired the positive impact of the work they do to help surgeons get their patients moving again, so it is an honor to be selected to lead this outstanding team. I'm really excited about this next step and look forward to guiding the organization in reaching its goals."

Diane Wilson, Chairman of JRF Ortho, says she and the rest of the Board of Directors are delighted to have Keith as its next President & Executive Director. "Keith brings with him a wealth of knowledge and experience. He was chosen because of his industry experience, surgical knowledge, and leadership reputation. The search committee felt he was the right person to continue the forward momentum JRF Ortho has experienced over the past several years and strategically move the organization into the future. We are confident Keith will ensure JRF Ortho enjoys continued success as the leader in fresh allografts and that it continues to honor its mission to help people improve their quality of life."

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### About JRF Ortho

JRF Ortho specializes in providing orthopedic surgeons with the highest viability, most widely available cartilage solutions in the industry. Their goal is to provide innovative solutions for allograft joint repair to orthopedic surgeons who specialize in helping patients regain movement and improve their quality of life. Their unique member relationship with AlloSource® and Solvita™ enables them to offer the largest selection of specialized high-viability fresh osteochondral grafts, tendons and menisci in the industry. Through innovation and a commitment to clinical results and positive outcomes, JRF Ortho is redefining the standard for allograft joint repair. JRF Ortho is headquartered in Centennial, CO. For more information, please visit [JRFORTHO.org](https://www.jrfortho.org).