



CHIEF EXECUTIVE OFFICER

Deleo de Leonardis

Deleo is a former retail executive with a career spanning over three decades in the Canadian food and drug retail industry. Throughout her career, she held prominent senior leadership roles in procurement, merchandising, category management, and private label. Notably, she served as the Vice President of Private Label for one of the largest and most prominent supermarket chains in Canada. With decades of experience in merchandising and brand oversight, Deleo brings an unparalleled understanding of the importance of brand protection and brand integrity.

In 2019, Deleo co-founded Purity-IQ, a biotechnology company specializing in Authenticity services, and dedicated to maintaining the highest standards of product quality and safety. As the CEO of Purity-IQ, she continues to lead with passion and vision, ensuring that the company remains at the forefront of advancing technologies and methodologies in brand protection. Under her leadership, Purity-IQ has emerged as a pioneering force in the industry, revolutionizing the way businesses safeguard their brands and uphold the trust of their customers.