

Executive Management Team

Solace Lifesciences has an experienced executive management team that has worked together in the organization since 2009. The management team possesses over 177 years of collective experience and is led by President and CEO, Jim Poole, MBA.



James Poole, MBA, President and Chief Executive Officer

Mr. Poole is an accomplished business executive with extensive experience in the dental, healthcare, biotechnology, market research, and IT industries. Mr. Poole has successfully launched global products, managed growth strategies, and effectively optimized business operations for both large and small organizations. As a Managing Partner of Focused Evolution, Jim managed mergers and acquisitions, due diligence, and growth strategies for venture capital and private equity firms. He is a recognized business leader, speaker, and accomplished author.



Christopher Gross, MBA, Chief Operating Officer

Mr. Gross is an experienced business executive in the dental, medical device, financial services, and chemical industries. He has successfully managed multi-million dollar strategic business units for several global companies and has earned recognition for developing products that consistently achieve and sustain market leadership positions. His keen sense of market opportunities and timing enable him to develop and execute global product launches that optimize product adoption rates and maximize business impact. Mr. Gross co-founded Focused Evolution with Jim Poole.



Dr. G. Blake Holloway, M.Phil, ND, Founder, Chief Science Officer

Dr. Holloway has spent 39 years in life sciences research as a scientist and clinician in the fields of Applied Psychobiology specifically related to the bioinformatics of stress and its outcomes, orthomolecular nutrition, nutrigenomics, homeopathy, naturopathy, neuroacoustic brain entrainment, functional food technology, addictive disease and auricular therapy. Dr. Holloway is the inventor of the NuCalm system and the dietary supplements used within the system. He is leading the way to the paradigm shift in healthcare, where patient comfort is the highest priority and continues to develop creative all-natural solutions to health and wellness issues.

Management Team



David Poole, Executive Vice President Marketing

Mr. Poole is an accomplished business executive with extensive experience in the software, biotech, wireless, IT, and dental industries. Mr. Poole has spent the last 25 years bringing new products and services to market. Mr. Poole has the unique ability of matching customer needs to technology capabilities. His primary focus is on developing and implementing marketing and sales programs, identifying new market opportunities, and developing channel partner relationships to execute new customer acquisition strategies. Mr. Poole joined Focused Evolution as a consultant in 2005.



Ashley Blanke, Executive Vice President of Sales

Mrs. Blanke has over 10 years of experience bringing new products to market for medical device, facial aesthetics, and reconstructive products. Mrs. Blanke's experience includes leading cross-functional teams through product design and development, investigator trials, FDA approvals, go-to-market strategies, channel partner relationships, and sales. Mrs. Blanke is both strategic and tactical and has the ability to simplify complex concepts, transfer knowledge to a broad range of audiences, and build trusted relationships with critical strategic partners. Mrs. Blanke joined Focused Evolution as a consultant in 2008.



Kenton Cowdry, Director of Client Services

Mr. Cowdry brings a unique blend of technical knowledge, attention to detail, and interpersonal skills to the Solace Lifesciences enterprise having worked closely with clients for over 30 years in the medical device, environmental, wellness, and automotive industries. Mr. Cowdry has a long track record of developing world-class, scalable client implementation systems, online client education platforms, and client interface protocols. He leads all client relationship efforts and has successfully developed a high-touch and reliable NuCalm product adoption program for thousands of healthcare practitioners across five continents.