

# NEWS RELEASE

Mandy Brajuha | Vice President, External Relations

859.519.3721 (w) | 859.230.0246 (c)

<mailto:mandy.brajuha@kybloodcenter.org>

April 22, 2024



## **KBC Adds Jonathan Hoiles to Senior Leadership Team**

*Hoiles brings years of blood industry experience to new post in Kentucky*

LEXINGTON, Ky. – Kentucky Blood Center (KBC) is excited to welcome Jonathan Hoiles to its senior leadership team as the Vice President, Quality & Regulatory Affairs. The position focuses on continuous process improvement and managing a comprehensive quality assurance plan. Hoiles will also serve as KBC’s contact for all regulatory and accreditation agencies.

“We are thrilled to be adding someone with Jonathan’s strong experience to our team at KBC,” said Bill Reed, KBC’s President and CEO. “Our team is looking forward to his guidance and expertise related to quality and regulatory issues and we look forward to him joining our team.”

Hoiles joins KBC after spending the past four years as associate director of product management at CERUS. Prior to his time there, he boasted a long tenure with the United States Navy, including four years as the Director of the US Navy Blood Program in Falls Church, Va., three years as the Chief of Blood Services at Walter Reed National Military Medical Center in Bethesda, Md., and three years as the Director of the US Pacific Command Armed Services Blood Bank Center in Okinawa, Japan. He also served two years at the US Navy Blood Donor Center in Jacksonville, NC and a combined five years at Naval Medical Center in San Diego, Calif.

Hoiles is a Specialist in Blood Banking and has a certification in Medical Laboratory Science through the American Society for Clinical Pathology. He has been an AABB Assessor in blood center and transfusion service operations since 2011 and is a member of the International Society of Blood Transfusion where he serves as a member of the working party for global blood safety.

### **About Kentucky Blood Center**

*KBC, the largest independent, full-service, nonprofit blood center in Kentucky, has been saving local lives since 1968. Licensed by the FDA, KBC’s sole purpose is to collect, process and distribute blood for patients in Kentucky. KBC provides services in 90 Kentucky counties and has donor centers in Lexington, Louisville, Frankfort, Pikeville, Somerset and the Tri-County area (Corbin).*