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Immediation Strengthens Leadership Team with Strategic Appointments to Drive Growth and Innovation

PERTH, AUSTRALIA—Immediation (by ADR Technology), the leading online dispute resolution platform, has bolstered its leadership team with the appointment of Ryan Reyes as Chief Executive Officer (CEO) and Grace Ouyang as Chief Marketing Officer (CMO). Immediation has also partnered with the Sydney-based artificial company Habeas AI, headed by Will McCartney, to build AI integrations for the platform.

The new appointments come as Immediation doubles down on its mission to simplify dispute resolution through technology, delivering efficiency, accessibility, and scalability to the legal sector. This follows the completion of a successful capital raise that will power their growth well into 2025.

As CEO, **Ryan Reyes** brings a visionary approach to driving growth and operational excellence. With a proven track record of leading customer interactions and building strategic partnerships, Ryan is set to expand Immediation into new markets, open distribution channels, and empower clients with transformative solutions to streamline dispute resolution.

Grace Ouyang, now CMO, brings extensive strategic marketing and brand development expertise, honed across legal and tech industries. Her track record in scaling global brands and executing data-driven strategies positions her to amplify Immediation's market presence and reinforce its standing as an industry innovator.

Immediation is proud to collaborate with Habeas AI to advance artificial intelligence within alternative dispute resolution. **Will McCartney**, Founder of Habeas AI, will lead this partnership. Will's deep knowledge of machine learning and his focus on ethical AI implementation will drive the integration of intelligent solutions across Immediation's platform. This collaboration focuses on enhancing the platform's functionality with advanced AI tools to assist clients in navigating disputes.



"The addition of Grace and Will to the team marks an exciting new chapter for Immediation. Their skills will help us drive innovation, refine our messaging, grow our distribution channels, and harness technologies like AI and Web3.", said Ryan Reyes, CEO of ADR Technology. "Having been the primary point of contact for our customers over the years and understanding their challenges, I strongly believe we can make people's lives easier by simplifying the dispute resolution process."

Immediation continues to lead in online dispute resolution, offering a secure and efficient alternative to traditional methods. The enhanced leadership team underscores the company's commitment to digitising legal processes and making justice more accessible.

About Immediation

Immediation is a global leader in online dispute resolution, transforming mediation and arbitration through innovative, technology-driven solutions. Trusted by legal professionals worldwide, Immediation redefines how disputes are resolved in a digital-first world.

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