



MARTIN TINDALL

CEO and Founder

Tindall has extensive career experience specializing in large scale organizational change. His career has focused on the intersection of technology and international trade and finance, which has allowed him to expand upon his strengths in international business.

With robust formal training in accounting, commercial law and company law, Tindall has held various high-level roles in recognizable institutions including Chief Information Officer at Bartercard and Executive Director of Kronos International Investments. In addition to his background in finance and international trade, he has also been particularly dedicated to environmental projects focused on sustainability.

He has served on many international advisory boards, including his current position as a Member of the Board of Directors of the National Cannabis Chamber of Commerce.



Tindall's passion for creating an alternative healthcare solution comes from personal experience. In 2012, Tindall's father, like so many others, lost his battle to cancer. However, tests showed that his father had passed away from the side effects of chemotherapy rather than the cancer itself. With cancer and diabetes proving to be a global epidemic, Tindall saw the need to create a safer and more natural treatment alternative for his family and so many other worldwide, and saw diabetes as the most efficient way to prove cannabis' efficacy since its symptoms are measured by daily blood sugar levels.

As CEO and Founder of Phoenix Life, Tindall has found an ideal role for sewing together his considerable finance and international business experience, passion for providing a natural, more safe treatment alternative and dedication to sustainability to make a global impact. He works closely with the rest of the executive team to apply the company's expansion strategy, spearheads new business partnerships for Phoenix Life and oversees all company projects.

In 2019, Tindall moved to Vanuatu to push forward Phoenix Life's clinical developments in the country with a more hands-on approach.

In addition to being the CEO of Phoenix Life, Martin is working to encourage executives to give back to the cannabis industry from their own profits to fund research on the therapeutic and medicinal benefits of cannabis. Fifty percent of Martin's family trust feeds into a not-for-profit organization called the Global Health Initiative. Because of this, Phoenix Life is the founding benefactor of Global Health Initiative and will work with the organization to make sure that the company's work is research-based and overseen by expert professionals