

Dr. Daryl Hurrie, - Chief Operations Officer PURE Lifestyle

PhD Applied Health Sciences

Clinical Exercise Physiologist

Sport Scientist

Daryl Hurrie, PhD, is a health strategist, coach, and applied scientist with a deep focus on performance, longevity, and workplace health. He is the Founder of multiple innovative health initiatives in Manitoba, bridging evidence-based science with practical solutions for individuals, athletes, and organizations. These innovations are embedded across Pure Lifestyles Occupational Healthcare, Longevity Medicine, and Corporate Wellness Divisions.

Daryl completed his doctoral studies in Applied Health Sciences at the University of Manitoba, where his research focused on optimizing human performance and recovery. His academic training is complemented by advanced certifications in coaching and health assessment, equipping him with the tools to translate complex science into actionable strategies for clients across diverse settings.

Throughout his career, Daryl has combined entrepreneurial drive with a commitment to advancing health outcomes in both clinical and community environments. He has built and led executive health assessment programs, introducing novel diagnostic tools such as dexta scans and continuous glucose monitoring into preventive care. In sport, he has served as an advisor to many olympians, and head coach at multiple competitive hockey levels, implementing innovative dryland training and mental preparation frameworks that have contributed to championship success.

Daryl is also a dedicated educator and collaborator. He has worked with organizations ranging from universities to major utilities, delivering evidence-based presentations on lifespan extension, occupational health, and human performance. His ability to connect cutting-edge research with real-world application has positioned him as a trusted advisor to executives, athletes, and health professionals alike.

A consistent theme in his work is integration—bridging science and practice, individual and workplace, healthspan and performance. Whether coaching a young athlete or designing corporate health strategies, Daryl's mission remains the same: to empower people and organizations to thrive through informed, proactive, and sustainable approaches to health.