

LINDSAY JURIST-ROSNER

CO-FOUNDER AND CEO
WELLTHY



Lindsay Jurist-Rosner is the co-founder and CEO of Wellthy – a market-leading care concierge company that is revolutionizing the way families care for their loved ones and themselves. Wellthy combines digital innovation and human expertise so that family caregivers have the support they need to navigate any care situation throughout all life stages – ensuring that families can spend their time prioritizing love over healthcare logistics. Two million people have direct access to Wellthy’s services through some of the largest and best-known health plans and employers across the country, including Best Buy, Cisco, Hilton, and Meta.

With Wellthy, Lindsay is building the company she needed throughout the 28 years she cared for her mother. Today Wellthy has more than 300 staff working to support family caregivers. In 2023 Wellthy was named one of *Fast Company*’s “Most Innovative Companies” and one of the magazine’s “Top 10 Most Innovative Workplace Companies,” and Lindsay herself was named to *Inc. Magazine*’s “Female Founders 200” list celebrating dynamic women entrepreneurs.

Prior to founding Wellthy, Lindsay was in the advertising technology and media industries with responsibilities and leadership in marketing, product, and sales. She served as the Senior Vice President of Marketing for NY-based advertising technology startup Simulmedia, ran Marketing Research at Machinima, and worked in product and strategic marketing at Microsoft.

Lindsay received an MBA from the Harvard Business School and a BA in Economics–Operations Research from Columbia University. She’s written for *Fortune*, *Good Housekeeping*, *Employee Benefit News*, and more, and has spoken at numerous panels and conferences, including most recently at the Consumer Electronics Show (CES) in Las Vegas. She serves on the Board of Hilarity for Charity (HFC) a non-profit dedicated to supporting Alzheimers’ caregivers and founded by comedian Seth Rogen and his wife Lauren Rogen. Lindsay lives in New York City with her husband and four kids.