



LEE AKAY

| Founder | Speaker
| Innovator | Strategist

OVERVIEW

- Founder and CEO of Fitgenetix
- Managing Partner of Innovation Discovery Center
- Led large national and international engagements and personally consulted to the executive leadership in Fortune 500 companies.

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About Me

Lee Akay is the Founder and CEO of Fitgenetix, a genomics testing service that combines DNA analysis with personalized home-delivered meals. He was previously Managing Partner for PwC Consulting and Senior Partner at Deloitte. **In 2017, Lee was listed as one of Inc Magazine's 20 Most Inspiring Entrepreneurs Improving Health For All.**

Lee serves as the Managing Partner of Innovation Discovery Center (IDC), where he is responsible for building IDC companies with transformative products and services. His areas of expertise include business model and product development, portfolio management, concept operationalization, taking concepts to implementation and operations, time-to-market-reduction and commercialization.

As Managing Partner for PwC Consulting and Sr. Partner for Deloitte, Lee held regional and national responsibilities. In addition to building and operating business units, he led large national and international engagements and personally consulted to the executive leadership in Fortune 500 companies.

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Inc. 20 INSPIRING ENTREPRENEURS
IMPROVING HEALTH FOR ALL

MARKETING AND
COMMUNICATION EXPERTS **HUFFPOST**
YOU SHOULD KNOW

What I Speak About

- Healthcare
- Health and Wellness Technology
- Genomic Testing
- Product Development
- Portfolio Management
- Concept Operationalization
- GTM Strategy, Startups
- Leadership

Audiences

- Healthcare professionals
- Investors
- Fortune 500
- Pharmaceutical Companies
- Start Ups
- Academic Institutions
- Marketers
- Executives

Experience



Founder and CEO



Managing Partner



Managing Partner



Senior Partner

Companies I Believe In



Fitgenetix is a multi-disciplinary genetic services company that offers a functional genomics platform for precision health and wellness. It combines genomic testing, personalized nutrition and exercise plans with DNA based meal delivery services.



Innovation Discovery Center helps both private and institutional investors identify new healthcare products and services, businesses, monetize trends, leverage existing assets, and change innovation economics by rapidly creating value.