

Reza Zanjani

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CEO | Entrepreneur | Business Transformation Leader

Entrepreneurial CEO with 20+ years leading venture-backed startups and global businesses across life sciences, technology, and diagnostics. Proven record of fundraising (Seed-Series A+), scaling deep tech and life sciences solutions, building cross-border teams, Board of Directors, and forging Fortune 500 strategic partnerships. Track record of company building from concept to exit, delivering shareholder value through innovation, commercial pilots, and global expansion. Culturally diverse with experience living in 8 countries.

Core Expertise

- Startup Leadership & Exit Strategies
- Fundraising (Seed through Series A+)
- AI/Data-Driven Innovation in Life Sciences
- Strategic Partnerships with Fortune 500s
- Global Operations & Market Expansion
- Product Roadmaps & Commercial Pilots
- Team Building & Executive Leadership
- Business Turnaround, Transformation, and M&A Integration

Professional Experience

Radzberry (Consulting and Fractional C Services) – Founder & CEO

AUG 2021 – Present

PULSE LONGEVITY INC. – COO services establishing manufacturing partnerships, and mass-market retail distribution.

HYDRA SCIENTIFIC – CEO services built upstream and downstream channels for high-volume transactions of partnered products.

SOFTAREX TECHNOLOGIES INC. - Consulting Services Executive, redesigned the technology productization of the company and product spin out transition.

MixFit, Inc. – Co-Founder, President & CEO

DEC 2015 – JUL 2021

Founded personalized nutrition company leveraging AI-driven digital health data and real-time product delivery. Closed Seed (2017) and Series A (2018) raises, securing institutional investors. Defined product roadmap, recruited core team, and led pilots with global beverage brand. Generated US and international patents, showcased at CES 2019, and scaled commercial pilots to production in 2020. Successfully exited in 2021 through sale to publicly traded multinational.

Analgesic Solutions (WCG Company) – COO & Strategic Advisor

2014 – 2016

Turned around company from distressed state to profitable growth within two years. Commercialized four new clinical innovation services with contribution margins of 60–85%. Achieved 32% YoY revenue growth, 37% EBITDA, and 500% increase in cash. Developed and commercialized Quantitative Data Surveillance Service deployed in global trials across 23 countries.

5AM Solutions – VP Business Innovation

2012 – 2014

Restructured senior management and delivery operations; secured Master Services Agreements with Pfizer and J&J. Conceived clinical trial data subscription service, attracted early institutional adopters for up to \$10M in new recurring revenue and NewCo spin off. Established partnerships and delivered consulting/technology integration in life sciences.

PPD Global Central Labs – Director of Global Specimen Lifecycle

2008 – 2011

Built and scaled global business unit with facilities in US, EU, Singapore, and China, generating \$10M revenue and 27% EBITDA. Transformed specimen management operating model, increasing revenue 225% and reducing costs 50%. Instrumental in closing \$450M preferred provider services contract with Merck.

Earlier Roles

- BePrime – Founder & CEO (2011–2012) | Internet-based startup (global travel & ecommerce)
- Daedalus Software – VP & Director (2005–2008) | Led product strategy and pharma partnerships
- Boston Medical Center – Lab Manager, Pediatrics Infectious Diseases (2003–2005)
- Amgen, Inc. – Research Associate, Clinical Immunology (1999–2002)
- Yale University – Research Assistant, Nephrology & Pediatrics Immunology (1995–1999)

Education

MBA, Pepperdine University – Graziadio School of Business and Management, Malibu, CA (2003)

B.Sc. Biology/Chemistry, Southern Connecticut State University, New Haven, CT (1999)

Patents & Publications

- Accredited inventor on six patents (four granted, two pending)
- Multiple articles published in Journal of Immunology and American Journal of Physiology
- Frequent keynote speaker on clinical trials, innovation, and business strategy in US, EU, and Asia

Languages

Fluent in English & Persian | Conversational Spanish & Arabic