



Ellen Rudolph
CEO & Co-founder
[WellTheory](#)

Ellen Rudolph is co-founder and CEO of WellTheory, a first-of-its-kind platform on a mission to reverse the autoimmune epidemic. Launched in 2022, WellTheory was born out of Ellen's personal health journey to empower the 50M Americans navigating autoimmune disease with evidence-based care, education & community. WellTheory has raised over \$12.2M in funding from Accel, Lux Capital, Box Group, Rock Health, and others. Her work has been featured in numerous publications, including Forbes, Fortune, Fast Company, and Inc. Magazine, and she has been recognized as Forbes 30U30 and Inc.'s Female Founders 250.

Prior to starting WellTheory, Ellen spent 7 years building early-stage consumer businesses from the ground up. She led the team responsible for the marketing website at Oscar Health NYSE OSCR, the first health insurance company built around a full-stack technology platform. Before that, Ellen helped build ecommerce pioneer Everlane's retail technology stack as one of its first product managers.

Ellen graduated from Stanford University with Distinction where she received a bachelor's degree in Product Design Engineering and was elected to Pi Beta Kappa. She is an active angel investor in early-stage female-founded and digital health companies and mentors women in tech and founders in her free time.